

# MICHIGAN TRADESMAN

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Forty-third Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 30, 1925

Number 2193



## LAUGH

Build for yourself a strong box,  
Fashion each part with care,  
Fit it with hasp and pad-lock,  
Put all your troubles there,  
Hide therein all your failures,  
And each bitter cup you quaff—  
Then—*Sit on the lid and laugh.*

Tell no one of its contents—  
Never its secrets share—  
Drop in your cares and your worries—  
Keep them forever there,  
Hide them from sight so completely—  
The world will never dream half  
Fasten the top down securely—  
Then—*Sit on the lid and laugh.*

# Indian Summer

The crisp, clear days of October are the finest of the year to those fortunate people who revel in good health. The sting of cool winds upon the cheek, the crackle of dried leaves underfoot, bring a sense of the joy of living that comes with no other season. Happy indeed are those whose racing blood leaps to the challenge of October's nippy breezes.

But to many people October is a chilly month, a month of colds and snuffles and twinges of the joints; the fore-runners of the usual flock of winter ills.

There are thousands of unfortunate people throughout the country who never realize to the full the joy of life, because their systems are clogged by the poisons of uneliminated waste matter. Their vitality is so taxed by the strain of the continual, energy-sapping

fight against these poisons, that the sharp tang of an October day brings discomfort instead of stimulation.

Sufferers from constipation will find relief in Stanolax (Heavy), the colorless, odorless, tasteless mineral oil.

Stanolax (Heavy) aids in the elimination

of waste matter by lubricating the intestines and softening the hard, dry masses so that they can be easily passed. It has no medicinal effect, and is not followed by any of the injurious after-effects which commonly result from the use of purgatives and cathartics.

If you are one of those who fail to extract your full share

of pleasure from life because of the burden of faulty elimination, get a bottle of Stanolax (Heavy) today. It is for sale at all drug stores.



**The Standard Oil Company**  
[Indiana]



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**MICHIGAN TRADESMAN**

(Unlike any other paper.)

Frank, Free and Fearless for the Good  
That We Can Do.  
Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly By  
**TRADESMAN COMPANY**

Grand Rapids

E. A. STOWE, Editor.

**Subscription Price.**

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in advance.  
Four dollars per year, if not paid in  
advance.

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payable invariably in advance.  
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issues a month or more old, 15 cents;  
issues a year or more old, 25 cents; issues  
five years or more old 50 cents.

Entered Sept. 23, 1883, at the Postoffice  
of Grand Rapids as second class matter  
under Act of March 3, 1879.

**WOOLS AND WOOLENS.**

Sales of wool at auction have continued in Australia and at London. The offerings have been in accordance with the fixed schedules. There continue signs of the easing in prices except in much wanted sorts, which have been holding at the low levels recently established. Most of the buying has been done by French interests. The large stocks overhanging the market continue to act as a drag. In Australia, for instance, the total offerings for the four months beginning with this will be only 1,040,000 bales, while the new clip will reach 2,300,000 bales. Just so long as supplies exceed the demand prices must remain down. In this country sales of wool have been rather slow, and it has been mostly a buyers' market. Domestic mills can stand a great deal more business than they have been getting. What repricing they have done for the heavyweight season has been downward. A feature of the past week was the opening of the Spring women's wear lines by the American Woolen Company. Noteworthy about this was the greater proportion of fancies as compared with staples. Prices on certain fabrics were lower, but this was expected. More emphasis is placed on what are known as sports fabrics, which is in accordance with the general tendency toward catering to the larger number of those indulging in outdoor recreation. The greater use of rayon as an ingredient in fabrics is also shown in woollens as it has been in cotton goods.

**THREADS IN TANGLED SKEIN.**

President Coolidge is weary of the Shipping Board mess. So is the country. The difficulties have been in an acute state for a long while. It is evident that the snarl is not worth unraveling; that it would be best, both in the interest of economy and government efficiency, if the Gordian knot were slashed once and for all.

The President will not act precipi-

tately. He has taken all the facts under advisement. His decision is expected within a few days. Final action will in all probability take the form of a recommendation to Congress that the board be abolished and its functions transferred to some other agency, and that control of the Government-owned merchant ships, valued at \$350,000,000, be vested in a body under the Department of Commerce.

The incidents which gave rise to the present deadlock between the Shipping Board and the Emergency Fleet Corporation are now, in reality, secondary consideration. The attempt of Commissioner Haney to retire Rear Admiral Palmer as president of the corporation, the refusal of Haney to submit his resignation upon demand of the President, the differences among board members with regard to the sale of Government ships—all are just threads in a tangled skein. No good purpose could be served by taking the time and trouble to smooth them out.

Abolishment of the board and making a Cabinet officer directly responsible, under the President, for its functions is the simple solution. It is good economy. It is good governmental procedure. If President Coolidge decides along these lines he will have the support of a country somewhat weary of the conflicts of authority and inefficiency of management which have characterized the board ever since it lost its usefulness with the end of the war.

**LIKE THE MEASLES.**

In the opinion of a distinguished judge of Detroit, early and hasty marriages are the causes for the "deluge of divorces and separations that are troubling the courts." He deplors the custom of youthful Americans selecting their life partners as they do their partners for the next dance. But they have always done that. For many years—centuries—it has been the custom of elderly people to deplore youthful marriages, despite the fact that thousands of such marriages never get into courts or the public press. His proposal that young women should wait until they are thirty before they think of marriage will probably amuse the youth of to-day quite as much as it would have amused him when he was twenty-one. If the justice will turn over the records of his own court—or any other court—he will discover the most silly, absurd and ridiculous love letters that appear on the records have all been written by men past fifty to women no longer in their first youth. The older men and women get the less able they are to understand that form of life which the romantic call falling in love. Like the measles, it is a youthful disease, and marriage is the best treatment.

**Items From the Cloverland of Michigan.**

Sault Ste. Marie, Sept. 29.—The bass fishing is good now. It is not uncommon to see the merry fishermen returning from Nebish Island with a nice string of black bass weighing from 2 to 4 pounds. This is what we call fishing and reminds us of old times when some of the old fishermen returned with a string of extra large bass which they caught in certain places, but never would they tell where. It is only accidentally that one gets one of the four pounders.

Mike Hotton, who for the past season had charge of the meat department for Hossac & Co., Cedarville, during the tourist season finished last week and is leaving for Baraga, where he will be employed in the meat business during the winter.

Talking about the Realm of Rascality, there is one that Mr. Stowe has missed that happened just after the Fourth of July, when three strangers drove into town from Mackinaw City. The chief gave his name as John Smith and said they were supplying the camps and hotels back in the woods in the vicinity of Mackinaw and St. Ignace, where the regular travelers do not go. They placed an order for 1200 pounds of rolled picnic hams which were to be delivered in 10 days. They showed up and found the goods were here for them, but as they had to go on an errand, they would be back shortly to take delivery. Instead, however, they called on the meat markets here, trying to sell the rolls, telling them they had some special cured meats they were advertising at a higher price than what the rolls usually sell for, but the butchers did not bite, the same as the country stores at DeTour, Pickford, Sterlingville and the other small villages that fell for the old stock they disposed of before coming to the Soo. To make a long story short Smith and his co-workers never called for the goods ordered for them and when the hotel at Mackinaw City was phoned for information the proprietor said that from the description given, the three were in their room, but would not answer the phone, telling the hotel man they would call up later. This was the last heard from the swindlers, but the merchant at DeTour and Pickford spent several days trying to locate the gang, as they told the DeTour merchants they lived on a farm near Kelden and when they failed to find any track of them there they told the Kelden merchants they lived near Dafter. It would have passed as a joke had the goods been saleable, but they were stag meat and were returned by the merchants' customers as soon as sold and cooked, so that the merchants suffered a total loss on their purchases. Should they be operating in any other part of the State, a tip would be appreciated.

The Elks pulled off the first clam bake at Strongs Sunday since the country went dry. The crowd numbered 150 and the feed was all that could be expected with near beer, but a good time was had by all. Each patron received a tag of identification, "If you are good to-day, you may come again."

C. Crawford, the well-known merchant of Stalwart, was a business visitor here last week, taking back a load of supplies to take care of the crowd which will attend the Stalwart

fair next Thursday and Friday. Mr. Crawford will have charge of the refreshments on the ground.

The honeymoon ends when washing dishes is no longer romantic.

Ham Hamilton, of the Pickford Grocery Co., at Pickford, was a Soo caller last week.

L. Kitchen, who has been in the restaurant business at St. Ignace for a short time, has closed the business and accepted a position with Jackson & Tindel, at Kenneth.

J. Mills, who has been conducting a confectionery and soft drink parlor at Brimley for the past year, has sold the business to A. Smith, formerly in the barber business at Pickford. Mr. Mills has moved to L'Anse.

Every winter we think we will save money in the summer and every summer we think we will save money in the winter.

Being stung by a bee is considered good for rheumatism; but it is bad for the disposition. William G. Tapert.

**Material and Educational Advantages of Boyne City.**

Boyne City, Sept. 29.—We heard a new one to-day. We thought that we had run the whole gamut of Boyne City's desirable qualities, but this is the latest. We have the best place in Michigan for widows and orphans, especially those with limited incomes who want good schools, good churches and good neighbors and friends. This is not propaganda, but the testimony of people who have tried it out. It is no Old Ladies Home. Far from it, but for those who want to live quietly and cheaply it is a good place.

Our highways seem almost deserted. Our streets are filled only with the old familiar faces. Our groves and beaches have resumed their pristine quietness. The summer is gone and we are taking up again the regular routine of life. We have had a lot of hard work and along with it a lot of fun, too. Our visitors should have had a good time and we think they did. Anyway, they looked better when they went away than when they came. Say, Mr. Tradesman, do these folks wear the same kind of clothes at home as they do up here? We always thought that Mutt and Jeff, Gump, Walt and Amy were purely imaginary. We are not so sure now. Of course, it is rather a shock to our vanity when we catch a glimpse of our self in a store window, but we ain't no sight for no natives. Anyway, they look better after a month up here.

There are persistent rumors that Boyne City may look for a distinct improvement in our industrial life. They are hard to trace and still harder to prove, but they will not down and they all point to the development of our natural resources in a way that will be permanent. It is to be hoped that these rumors are not the figment of a dream. We have the resources and we need the development. Boyne City has contributed very liberally to the growth of some of our sister cities in the South, both in cash and citizenship, and it is time that the stream begins to flow the other way again and Boyne City resume its place again as the busiest little city in Northern Michigan. Charles T. McCutcheon.

Hart—Royle & Draft Central Grocery & Market succeeds Jesse Perry.



## IN THE REALM OF RASCALITY.

### Cheats and Frauds Which Merchants Should Avoid.

De Witt, Sept. 29—I received four neckties from E. P. Beaumont, asking me to send check for \$1.50 or return the ties. A self addressed envelope and a 3c stamp were enclosed to return them with, if I do not keep them. The ties are worth about 25c each. My boys are wearing them and I have not paid for them. Do you think I ought to?

Harry Reed.  
We think our correspondent does wrong in making any use of the ties. He did not order them, to be sure, but the circumstances under which they came to him are such that he should throw them in a corner and write the Buffalo tie maker to come and get his property or send a half dollar to repay the recipient for the trouble of returning it.

Alma, Sept. 29—I noticed in your issue of Sept. 23 an article in regard to E. P. Beaumont, of Buffalo, N. Y. I received by mail four neckties. I had not ordered any merchandise from that company, so I threw them on the top shelf of my store. I am enclosing the letter I received from the company. I do not want to bother with them. What shall I do with them?

George Rule.  
The same answer given Mr. Reed in the preceding paragraph, will apply in this case.

Several convictions in cases of commercial frauds with the imposition of jail sentences have recently called attention anew to the fact that an earnest effort is under way to make this style of crime less attractive and profitable than it used to be. Rendering of false financial statements for the purpose of securing credit and the secret- ing of assets before a failure are things that cannot now be indulged in with impunity. It is not so much that the laws have been changed, because, as a matter of fact, this is not the case. It is rather that a real effort is being made to enforce the laws. Creditors have discovered that it does not pay to make compromises with swindling debtors and then, in the phrase of Dogberry, "thank God they are rid of a knave." Such a course only encourages the continuance of evil practices. Various trade bodies have sought to put a stop to commercial frauds by having their members agree not to have further dealings with the culprits. But this was only a half-way measure. It was recognized that the ferreting out of frauds and procuring the legal evidence required for a conviction is sometimes difficult and so expensive as to make it almost prohibitive, considering the amount involved. Then concerted action was determined on, and the credit men of the country raised a million-dollar fund to be applied toward prosecutions. Work under this has begun in earnest. Already 161 cases have been turned over to the committee in charge of such matters, and indictments of 122 men in 53 of the cases have been obtained. Assurance is given that the prosecutions will be pushed. As the work progresses its value will become apparent to all.

The Interstate Motorists' Association

with offices in the General Necessities building, Detroit, is in hot water.

The company offers a two-year \$25 "membership" to automobile owners. The membership includes discounts on oil, gasoline, tires and accessories; insurance; free towing service; and legal services. The insurance furnished is not automobile insurance, but a cheap personal policy. Out of the \$25, \$15 is commission to salesmen.

The Interstate Motorists' Association owns no stations of its own, insofar as we can ascertain. It is now involved in difficulties arising out of its sale of territory in Genesee county to two different membership sales crews, accepting \$1,000 from one of the parties on the erroneous representation that the territory was exclusive to him.

The secretary of the I. M. A. is Elmer A. Roth. Roth first appeared as promoter of the \$6,000,000 Metropolitan Building Corporation, which was to revolutionize house construction and home financing. A creditor states he cannot locate the company.

Roth presided over the Mortgage Information Service in the First National Bank Building. This company offering to finance the building of homes early in 1925. Complainants state that its sole activities seemed to consist in accepting advanced fees. Funds for building homes never materialized and the company later evaporated.

The Jackson Tire Co. and the Allen Tire Co., because of the use of fake tire guarantees in their advertising copy, have recently been barred from all advertising privileges by the Detroit newspapers. This action was taken as the result of further investigations made by the Detroit Better Business Bureau, several of which disclosed the fact that in spite of a public retraction signed by the Jackson Tire Co. and offering a refund to dissatisfied customers, the concern had failed to make good. Of late, however, David Chaitovitz, manager of the Jackson Tire Co. and moving spirit in the Allen concern, has advised the Bureau by means of correspondence and carbon copies of letters to dissatisfied customers, that he intends to make good on his promises.

Advices from the Better Business Bureau of New York City prove interesting in that one other gentleman by the name of Chaitovitz is conducting similar tire establishments in the East, namely at Brooklyn, N. Y., Newark, N. J. and Patterson, N. J. The names of the concerns in question are the National Tire Co., Brooklyn, the Jackson Tire Co., Newark and the Akron Tire Co., Patterson. Some eight years ago, a gentleman by the name of Chaitovitz was arraigned in 54th street Court at the instance of the New York Tribune Bureau of Investigation and although no conviction was obtained, information was developed that the Akron Tire Co., for whom Chaitovitz worked, was using reclaimed rubber in tires sold to the public. Nathan Chaitovitz of the present National Tire Co., admitted that the namesake employed in the original Akron Tire Co., was his cousin.

At a recent conference at the Bureau office, David Chaitovitz also admitted

having relatives engaged in the tire business in the East.

Enquiries were received recently by the Bureau on a new company bearing the imposing title of "The United Finance Corporation" located at that time in a downtown office building.

A Mr. Robinson, its sponsor, and (so far as we have been able to determine), the only man connected with the company, gave a glowing, though somewhat hazy picture of the concern. Its purpose was to be the financing of automobiles, chiefly fords, on a down payment of \$10 and weekly payments of \$4. "Tickets" were to be sold to merchants for \$10 per thousand and these were to be given away by the merchant with each purchase.

The first 100 persons presenting one of these "Merchants-Own-A-ford" tickets at the office on Cass avenue, where the company was to be located, were to be given the \$10 down payment free. The remaining holders of tickets were to be granted \$4 payments. Robinson has not rented the store at 2546 Cass avenue, the address appearing on his literature. The Bureau has been unable to locate him anywhere since our interview.

Robinson gave the names of well known men as president and vice-president-to-be of his company. Both disclaimed any connection therewith.

Robinson's literature requested that checks be made payable to the First State Bank. This institution had never heard of Robinson although, without authority, he made free use of its name.

Our investigator called on H. C. Scherer, sales manager of the Clewiston Sales Co.

Sales literature described Clewiston as the center of the expected-to-be world's greatest rubber district, "adjoining ford's rubber plantations," the super-Akron of the future.

"The land about the city will grow anything," declared Mr. Scherer. "Corn grows 40 feet high, and may be climbed like a tree. Cereal crops grow so luxuriantly that in a few weeks from planting they reach undergrowth proportions and cannot be threshed. All traffic from East to West Florida passes thru Clewiston, as it is on the direct Palm Beach highway."

The Bureau's latest advices from Florida indicate that the site of Clewiston is still unreclaimed Everglade swamp; that the site can be reached only by boat; that ford's "adjacent rubber plantation (consisting of between sixty and 100 trees) is a score of miles away.

Scherer was at one time a broker in Detroit; but left his flat after a short and hectic career.

### Don't Drift Into Zones of Slack Water Effort.

A Southern wholesale grocer, who has a number of branches, has addressed a communication to all its employees on the subject "Indifference—Lack of Interest." He points out the danger, which seems to have a natural tendency to seize hold upon all workers at times, even the best, namely, that of drifting into a slack-water zone of dwindled enthusiasm and languid ef-

fort. He goes into the subject as follows:

"The good old Summer time is fine; it has its many advantages—the enjoyment of the swimming hole, picnics, ice cream parties, traversing the shady nooks, riding with beautiful in the twilight, etc. Yet, with all this it creates within us a disposition to become more or less languid, or better understood, lazy. Notwithstanding this, the world moves on, and if we do not move with it we are left behind. So we must be up and a-going.

"With this preface, we get down to what we really want to convey to you which is applicable to the place you, individually, hold with this company. We fear that some of us are indifferent in a measure to our job and upon which job we are dependent for what we eat, wear and for the pleasures we enjoy.

"The purpose of this message is to have you take stock of yourself and see whether or not you are putting your whole soul, mind and body into that job which provides you with the necessities of life. You may work along in a haphazard manner and get by, so to speak, from day to day. But, if there is lack of interest, you fail to do the work just as efficiently as you should.

"Put your job first, as that is the foundation stone. You sell your time for a stipulated amount. Do you, or do you not, give 100 per cent. of this time for the amount you receive? This brings to mind an extract from a circular we saw:

"You and I have just exactly 24 hours a day; no way to add one minute or subtract one minute. The question is, do we use it well or waste it?

"Oil keeps the machine in action. Fail to oil and everything stops. What the oil is to the machine, profit is to merchandising. No profit means, eventually, no money to pay you with. What other people are doing does not help the company you are employed by to pay you. None but your own company pays you, and it is unable to do this without a profit. Remember, your competitor does not issue your pay check, so it is far better to stand by your company who does issue the pay check."

### Sending Out Neck Ties Very Generously.

Webberville, Sept. 29—While reading last week's issue of the Michigan Tradesman I was reminded of the fact that I had just received a package containing four neckties and to-day I received still another bunch of ties from E. P. Beaumont.

Now it happened my birthday was this week, so I very thankfully accepted the ties as a birthday present.

As my business has been selling ties and other furnishings I am willing to do all I can to help discourage these companies.

J. L. Smith.

The Tradesman has frequently paid its respects to the Buffalo neck tie distributor in no uncertain tones. Our advice to the proprietor of the Accommodation Store, at Webberville, is to throw the ties in a corner or an upper drawer and invite the sender to come and get his property. We believe the recipient of the ties is under no obligation to return the goods unless the shipper is willing to pay well for the service.



## MEN OF MARK.

**A. J. Gilbert, Manager of the City Bakery.**

Andrew J. Gilbert was born on a farm near Casnovia Jan. 21, 1883. His antecedents on both sides were Irish, Scotch and Pennsylvania Dutch. He worked on the farm until he was 17 years of age during the summers and attended country school winters. He finished his education—so far as book learning goes—by a five months' course at the MacLaughlin Business College. His first employment of a business character was with the Lowell City Bank as general clerk. A few months later he went to the Grand Rapids Felt Boot Co. in a clerical position. Two years later he transferred himself to the Citizens Tele-



Andrew J. Gilbert.

phone Co., with which organization he remained three years as book-keeper and chief clerk. The next year he had charge of the Yuille-Miller Co. He then worked a year in charge of accounting at the John Widdicombe Co. He next spent a year at Marenisco, Gogebic county, in charge of the clerical department of Stickley Bros. in their lumber business. At the end of one year he was transferred to Grand Rapids where he was placed in charge of the accounting department of the Stickley Furniture Co. and remained in this position seven years, when he became a public accountant, which business he pursued for a year. Receiving an advantageous offer to enter the accounting department of the Michigan Trust Co., he entertained the proposition and remained with that institution four years. Some time ago he was induced to take the position of business manager of the Grand Rapids Clinic, and on Monday of this week he added to his duties by becoming manager of the City Bakery. He will divide his time between the two businesses, giving both jobs the careful superintendence and intelligent direction they require.

Mr. Gilbert was married June 11, 1905, to Miss Hazel Gillespie, of Conklin. They reside in their own home at 1714 Francis avenue. They have two daughters—one seventeen years old, who is in her last year at South High,

and one eleven years old, who is in the fifth grade.

Mr. Gilbert is a member of the Burton Heights Methodist church. He is one of the Board of Stewards and is Chairman of the Finance Committee. He is also a Mason, being affiliated with Malta lodge.

Mr. Gilbert has but one all absorbing hobby in the sporting line and that is deer hunting. He never lets a year go by that he does not migrate to the Upper Peninsula—and he always brings back his share.

Mr. Gilbert attributes his success to conscientious effort and hard work. The satisfaction with which he has discharged his duties to his employers is a pretty good indication that he has made good in more ways than one.

**You Can Teach An Old Dog New Tricks.**

It is the opinion of an able salesman-manager that salesmen never grow too old to learn new ways and methods, which will benefit them in their work. This salesmanager further discusses the subject as follows:

"The old saying that 'you can't teach an old dog new tricks' is about ready for the scrap-heap. It has done enough damage already. It has dwarfed enthusiasm at the first sight of gray hairs. It has instilled the thought of 'has-been' in those of maturing years. It has not got itself pretty generally believed, but it was never founded on fact.

"The age of the dog has little or nothing to do with his ability to learn tricks—some young dogs can't learn tricks—some old dogs can.

"It all depends on whether he has been in the habit of learning them when he grows old.

"If a salesman is slipping, the chances are it is because he isn't learning the new tricks. A salesman should never get out of the habit of improving his work. Get accustomed to learning, and you will always be able to learn the newest tricks."

**Dangerous Humor.**

Advertising men are well agreed that humor in advertising copy is possible of use but that, at best, it is dangerous. It must be handled with gloves on. The sooner the same conviction obtains with the average counter salesperson, the better.

The difficulty is that one can seldom tell when one's alleged humor may develop a serious flare-back. It reminds one of the clerk in the hardware store who, thinking to exercise superior salesmanship, tried to sell the farmer who had come in for nails a bicycle also; and the farmer protested that he'd prefer to put the \$35 into a cow. Whereupon the callow clerk chirped with supposed humor: "But how foolish you'd look riding a cow!" and had the shrewd Yankee farmer completely turn the tables on him with the rejoinder. "No more, young feller, than milkin' a bicycle, in which there ain't a heap o' profit."

Some customers seem to like to kick, and find fault. All right. Show them that you like to adjust complaints and take care of kicks.

# Quaker Food Products

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD



## WORDEN GROCER COMPANY

Wholesalers for Fifty-six Years

The Prompt Shippers

Thousands of Retailers say



Deserve the Popularity They Enjoy

The Ohio Match Sales Co.

WADSWORTH, OHIO



Good foods made the Rumford way bring good customers the Grocer's way—he who sells Rumford.

RUMFORD  
CHEMICAL  
WORKS  
Providence, R. I.

Stock  
It To-day

**Movements of Merchants.**

Belding—Daily & O'Connor succeed Wiswell & Rogers in the grocery business.

Leland—Stormer & Voice succeed Dalton Bros. in the grocery and meat business.

Muskegon—Paul A. Dobberstein, grocer at 80 Glade street, is succeeded by Mrs. Otto Thom.

Centreville—H. N. Smoll has purchased the grocery and notion stock of W. H. Soule and will continue the business at the same location.

Detroit—The Tennessee-Colorado Marble Co., Corp., Trust Co., Dime Bank building, has changed its name to the Gray Knok Marble Co.

Richland—Floyd Fisher has purchased the meat stock and butcher's equipment of Carl Ruse and will continue the business under his own name.

Belding—Henry T. Patterson has sold his stock of bazaar and fancy goods to Clara Wortman, who will continue the business at the same location.

Oakley—Bert Gower has sold his grocery and dry goods stock to J. K. Rundell, who will continue the business at the same location in the Rundell building.

Detroit—The Standard Stone Co., 5997 Gilford avenue, has increased its capital stock from \$8,000 to \$50,000 after having decreased its capitalization from \$22,000 to \$8,000.

Port Huron—The Port Huron Drug Co., 203 Huron avenue, has been incorporated with an authorized capital stock of \$50,000, \$9,000 of which has been subscribed and paid in in cash.

Plymouth—The Cop Motor Sales, Inc., 828 Penniman street, has been incorporated with an authorized capital stock of \$25,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The Detroit Malt & Grain Co., 1908 Division street, has been incorporated to deal in grain, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Kalamazoo—The Kalamazoo-City Savings Bank will open its new branch bank at West North street and North Westnedge avenue, Oct. 1. It will be under the management of Claus Bushouse.

Turner—The People's Hardware Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, \$4,300 of which has been subscribed and paid in in property.

Traverse City—The Greenwood Oil Co., has been incorporated to deal in petroleum products, auto supplies, etc., with an authorized capital stock of \$5,000, \$3,000 of which has been subscribed and paid in in cash.

Detroit—Roach, Inc., 115 East Palmer avenue, painting, decorating, supplies, etc., has been incorporated with an authorized capital stock of \$6,000, \$3,000 of which has been subscribed and \$2,000 paid in in cash.

Detroit—The Richards Clothes Shop, 106 Monroe avenue, has been incorporated to conduct a retail clothing business with an authorized capital stock of \$20,000, \$10,000 of which

has been subscribed and paid in in cash.

Saginaw—The Bliss Petroleum Co., 231 North Jefferson street, has been incorporated with an authorized capital stock of 1,000,000 shares at \$1 per share, of which amount 1,000 shares has been subscribed and \$1,000 paid in in cash.

Port Huron—J. B. Sperry, department store head, has been elected a director of the Federal Commercial & Savings Bank. Mr. Sperry is president of the Port Huron Rotary Club and has been active in many civic enterprises.

L'Anse—Adjoining property of 25 feet frontage on Main street and 70 feet on Broad street, has been acquired by the Baraga County National Bank, which will enable it to enlarge and improve its property. Work will be started early in the spring.

Bay City—The Dunlop-Oakland Co., 1009 Washington avenue, has been incorporated to deal in autos, accessories and parts, with an authorized capital stock of \$15,000, of which amount \$9,300 has been subscribed, \$900 paid in in cash and \$4,600 in property.

Muskegon—Feetham Bros., Inc., 227 West Western avenue, has been incorporated to conduct a retail jewelry business, with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed, \$863.77 paid in in cash and \$21,136.28 in property.

Harbor Beach—The Harbor Beach Fur & Farm Co., R. F. D. 5, has been incorporated with an authorized capital stock of \$40,000 preferred and 20,000 shares at \$1 per share, of which amount \$7,000 and 7,000 shares has been subscribed and \$7,000 paid in in cash.

Saginaw—Barry & Clark Auto Sales, Inc., 201-7 Second street, has been incorporated to deal in motor vehicles, parts, etc., with an authorized capital stock of \$50,000 preferred and 6,500 shares at \$10 per share, of which amount \$4,500 has been subscribed and paid in in property.

Detroit—The Majestic Credit Clothing Co., 249 Michigan avenue, has merged its business into a stock company under the style of the Majestic Clothes Shop, Inc., with an authorized capital stock of \$100,000 preferred and 50,000 shares at \$1 per share, of which amount \$85,000 has been subscribed, \$20,000 paid in in cash and \$40,000 in property.

Battle Creek—The Battle Creek Merchants' Dinner Club, a power in city affairs for eight years, voted to disband to-day, to make way for a new club which will consist entirely of retail merchants. The Merchants Club has been more liberal taking in insurance men, real estate men and others, as well as actual retailers. Its funds will be liquidated and the residue turned over to the Chamber of Commerce, which originally financed the club. Recently the local Exchange Club voted to give up its charter, forming, instead a Battle Creek club, running along purely independent lines.

**Manufacturing Matters.**

Grand Rapids—The Alabastine Co., 1645 Grandville avenue, S. W., has in-

creased its capital stock from \$400,000 to \$1,600,000.

Detroit—The Rickenbacker Motor Co., 4815 Cabot avenue, has increased its capital stock from \$7,500,000 to \$12,000,000.

Detroit—The plant of the Hayes Manufacturing Co., Maybury avenue and the Grand Trunk Railroad, has been purchased by M. J. Murphy, local capitalist.

Detroit—The Detroit Forging Co., 260 Penobscot building, has increased its capital stock from \$500,000 and 30,000 shares no par value to \$500,000 and 80,000 shares no par value.

Detroit—The Marblestone Flooring Co., 8526 Grand River avenue, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Grand Rapids—The Marvel Products Corporation, 1034 Benjamin avenue, S. E., has changed its name to the E. K. DeVore Co., Inc., and its address to 1316 Madison avenue, S. E.

Kalamazoo—The Lombooy Label & Wrapper Co. has broken ground for a modern factory building at 2115 Portage street. New equipment will be installed in both the plant and the offices.

Detroit—Home Chemicals, Inc., 12105 Northlawn avenue, has been incorporated to manufacture chemicals, with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,500 paid in in cash.

Grand Rapids—The Louray Co., 715 Prospect avenue, S. E., has been incorporated to manufacture and sell bath and toilet supplies, with an authorized capital stock of \$5,000, \$2,500 of which has been subscribed and paid in in cash.

Lansing—The E. A. Hawkes Co., 118 South Washington avenue, has been incorporated to conduct a manufacturing business, with an authorized capital stock of \$5,000, of which amount \$2,940 has been subscribed and paid in in cash.

Kalamazoo—Paper Products, Inc., 242 Eleanor street, has been incorporated to manufacture and deal in paper specialties, paste, etc., with an authorized capital stock of \$5,000, \$2,000 of which has been subscribed and paid in in cash.

Grand Rapids—The Curtis Creamery Co., 234 Ellsworth avenue, S. W., has been incorporated to manufacture and deal in dairy products with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in in cash.

Detroit—The Monte Carlo Textile Co., 657 Howard street, has been incorporated to manufacture and deal in garments, with an authorized capital stock of \$5,000, all of which has been subscribed, \$3,250 paid in in cash and \$750 in property.

Detroit—The General Mosaic Co., 5862 Rivard street has merged its business into a stock company under the same style, with an authorized capital stock of \$36,000, all of which has been subscribed and paid in, \$2,500 in cash and \$33,500 in property.

Detroit—Rice Products, Inc., 6603 East Canfield avenue, has been incorporated to manufacture refrigera-

tion machinery, etc., with an authorized capital stock of 10,000 shares at \$1 per share, of which amount \$1,000 has been subscribed and paid in in cash.

Muskegon—The Michigan Box Co., Mins street and Getty avenue, has been incorporated to manufacture and sell boxes, etc., with an authorized capital stock of \$25,000 common and \$10,000 preferred, of which amount \$5,450 has been subscribed and \$3,500 paid in in cash.

Detroit—The Lucerne Co., 838 Abbott street, has been incorporated to manufacture and sell table syrups, beverage syrups and beverages, with an authorized capital stock of \$75,000, of which amount \$59,700 has been subscribed, \$2,130 paid in in cash and \$33,400 in property.

Detroit—The Universal Cooler Co., refrigerator manufacturer, has purchased a 10 acre site at Dix avenue and the Pennsylvania Railroad. A factory will be erected there soon for the manufacture of mechanical refrigerators. The reported selling price was \$10,000 an acre.

Battle Creek—Arthur Redner, manufacturer of toys, has merged his business into a stock company under the style of the Zulu Blow Gun Co., 58 Barney street, with an authorized capital stock of \$50,000, of which amount \$32,500 has been subscribed, \$1,645.89 paid in in cash and \$19,554.11 in property.

Muskegon—Re-organization of the Muskegon Motor Specialties Co. has been completed. The re-organization takes the concern out of the hands of a creditors' committee and places it on a sound financial basis. The company is engaged in the manufacture of camshafts for ford, Dodge, Packard, Chrysler and Franklin cars.

Battle Creek—The Francine Frock Co. has decided to move its main plant to Battle Creek, having found that manufacturing conditions are much more favorable in Battle Creek than in Chicago. Its action was in no way influenced by local pressure or capital.

Detroit—Officers and directors of the Kroger Grocery and Baking Co. are offering to sell common stock to its employees at \$95 a share in order to develop the greatest personal interest of its employees toward the greatest development of the company and to reward them in direct proportion to the success of the company.

Midland—The Dow Chemical Co.'s recent offer of a block of 2,500 shares of common stock to employees was quickly oversubscribed nearly 100 per cent. Of 900 employees who had been with the company a year or more, 144 took advantage of the offer. August 15, the Dow Co. also paid a 10 per cent. dividend to holders of common stock. This is the first stock dividend since 1916, when within a period of four months, the company paid a 100 per cent. dividend on its common stock, by a preferred stock issue. Two years ago the \$100 par value common stock was exchanged for non-par value stock, four of the new shares being issued for each of the former \$100 shares. The new non-par shares have sold recently as high as \$68.



### Essential Features of the Grocery Staples.

**Sugar**—The market is weaker and lower. Local jobbers hold granulated at 6.10c.

**Tea**—The feature of the week in the tea market has been a sharp advance in India teas in the primary market. Ceylon also advanced to a smaller degree in the primary market. The reason for the advance appears to be an agreement made among growers to reduce the volume of the crop. The markets in this country for black fermented teas have been considerably strengthened by this advance in the primary markets and the demand has been correspondingly improved. Green teas are quiet but steady, because the supply is comparatively light.

**Coffee**—The market for Rio and Santos grades has been rather irregular during the past week. In speaking of future Rio and Santos, green and in a large way, there have been a number of small declines which, however, have not amounted to very much. And there have also been some slight advances. Varying news from Brazil about conditions there are responsible for the fluctuations. As to actual Rio and Santos coffee the market remains about unchanged, with a light demand. Several mild grades, particularly Maracaibo, Laguayra and Columbias, eased off a small fraction during the week. The jobbing market for roasted coffee shows no particular change and only the ordinary demand. It is a little hard to predict the immediate future of Rio and Santos coffees as conditions in Brazil are somewhat uncertain.

**Canned Fruits**—Deliveries of fruits are being made on contracts, and as the retail trade has pretty well cleaned itself out of old pack it has absorbed more than the usual volume of new goods. Much of this business is to complete contracts made by retailer with wholesaler who has his own fruits to draw upon and is therefore not in the open market. Distribution lacks spectacular features, but there is a healthy undertone. Fruits opened on a basis to insure free selling, and that movement has already started. Many merchants are not fully covered and if canners have no surplus will have to depend upon resales.

**Canned Vegetables**—Corn and tomatoes of full standard quality have made a turn for the better in the South but are still depressed by the offerings bordering on that grade but which are not intrinsically worth within 5@10c of the more desirable packs. On such sub-standards there are frequent rejections, particularly on tomatoes, of which there are a lot of yellow, watery, poor offerings worth no more than the basis of 70@75c for No. 2s. Fewer 80c full standards are available, as there has been careful buying of that description, together with 3s and 10s. Southern tomatoes have been relatively lower than those in other territories, and concentrated buying has occurred. Full standard corn is quoted 90@95c factory in the South. That grade is wanted at 80c but is not available. Maine and Middle Western corn is firmer than in the South, especially on fancy. Peas are not in active demand throughout the trade, but there is quiet buying

all of the time, mostly on sample, which is gradually cleaning up canners.

**Dried Fruits**—Domestic dried fruits have only one active item, raisins, in which there have been aggressive offerings of new pack by independents, but withdrawals and advances on old crop, little of which is left in the hands of the association. Postings indicate a reaction on the Coast as to maintain the present basis of commercial packers, they must continue to buy from the outside grower around 3½c, which is too low to attract the producer who has money enough to finance himself. Those who need cash have been selling, but the weak holders are being cleaned up. Packers wire that they are less able to find low price sweat box raisins. There is no doubt raisins are cheap and will sell well. Many go so far as to say that the market is at its low point of the season. There are no heavy spot stocks and no oversupply has been purchased for Coast shipment. Prunes showed more weakness during the past few days in California and Oregon packs. There is little demand for prompt shipments since early fall requirements have already been met and what goods are here or in sight have not been moving freely into consuming channels owing to the warm weather throughout most of September. Nuts and other holiday items are taking idle capital and there is little disposition to buy prunes which will not be needed until after January 1. Packers are making offerings, but receive little attention. No doubt there are very few peaches still unsold in first hands. The crop is now about in and with deliveries being made packers can soon tell just what balance they will have left. One packer says that within twelve hours after quoting he expects to see the crop sold. Apricots continued firm all week with light offerings, but with little demand for Coast goods.

**Canned Fish**—Salmon is not active at this season in retail circles, and with Alaska prices considered dangerously high grocers are inclined not to stock up with reds and pinks for next spring or summer at or near opening prices. Large canners will not shade \$3.50 or \$1.45 on reds and pinks, but others accept \$3.40 on reds and even \$1.35 on pinks. Some other salmon packs are taking up the slack shown in Alaska fish. Sardines are without change. Shrimp is scarce in all positions. Yellow and blue fin tuna are scarce, as is striped.

**Canned Milk**—Unadvertised brands of evaporated and condensed milk are narrowing and a tendency to advance quotations is shown, although both can be had at listed prices.

**Syrup and Molasses**—The market for the finer grades of sugar syrup is strong and the demand shows some little improvement. The reason for the strength is the fact that there is no pressure to sell and offerings are comparatively light. As to compound syrup, the market shows a 10 point drop on account of recent declines in corn. Molasses is selling in a quiet way at unchanged prices.

**Beans and Peas**—The coming of cooler weather has produced a slight

improvement in the situation in dried beans; the demand, however, has not yet awakened, although the undertone feels a little strong. Pea beans are a shade up and so are red kidneys, while white kidneys are dull and unchanged. California limas have dropped a shade lower. Dried peas irregular.

**Rice**—Blue Rose rice is in larger supply in jobbing markets and is replacing other varieties as a trading medium. So far stocks have been purchased at costs which have prevented declines and mills have had no surplus to cause recessions. Trading is hand to mouth, as present values are based upon an understocked market and may be radically reduced if heavier supplies appear. Local holdings of all varieties are still light. Foreign rice continues nominal as there is little to be had.

**Salt Fish**—The mackerel market has a rather unsettled undertone, but prices have not materially changed since the last report. There is plenty of shore mackerel around now, particularly No. 2 size, but the fall demand for mackerel has not yet opened. Other salt fish are quiet.

**Cheese**—The demand for cheese during the week has been fair, but never more than that. Supply is moderate and prices about unchanged.

**Provisions**—The jobbing market for provisions has been good for the season, although nothing in the shape of a boom has occurred. The market on everything in beef and hog products remains steady and unchanged, with no fluctuation apparently in sight.

### Review of the Produce Market.

**Apples**—Red Astrachan and Wolf River command 75c per bu.; Strawberry, \$1.50 per bu.

Bagas—\$2 per 100 lbs.

Bananas—7½c per lb.

**Beans**—Michigan jobbers are quoting new crop as follows:

C. H. Pea Beans ----- \$ 4.65

Light Red Kidney ----- 9.00

Dark Red Kidney ----- 9.50

Brown Swede ----- 5.50

Beets—\$1 per bu.

**Butter**—Local jobbers hold fresh creamery at 45½c and prints at 47½c. They pay 25c for packing stock.

Cabbage—90c per bu.

**California Fruits**—Peaches, \$1.50 per box; Honey Dew Melons, \$3 per crate of 8s. Climax Plums, \$2.50 per 6 basket crate; Santa Rosa Plums, \$2.50 per 6 basket crate; Pears, \$5.25 per crate.

Carrots—\$1@1.25 per bu.

Cauliflower—\$2 per doz. heads.

**Celery**—25c for Jumbo, 40c for Extra Jumbo and 50c for Mammoth.

**Cranberries**—Early Black from Cape Cod are now in market, commanding \$5.50 per box of 50 lbs.

**Eggs**—Local jobbers pay 33c for strictly fresh, handling candled at 37c.

Egg Plant—\$1.50 per doz.

Garlic—35c per string for Italian.

**Grapes**—Wordens in 4 lb. baskets, \$3.50 per doz.; Calif. Tokay, \$2.25 per crate Calif. Malagas, \$2.50 per crate.

**Green Onions**—Home grown, 40c per doz. bunches.

**Honey**—25c for comb; 25c for strained.

**Lemons**—Quotations are now as follows:

300 Sunkist ----- \$13.00  
360 Red Ball ----- 12.00  
300 Red Ball ----- 12.00

**Lettuce**—In good demand on the following basis:

California Iceberg, 4s and 4½s—\$4.50  
Outdoor Grown leaf ----- 80c

**Onions**—Spanish, \$2 per crate of 50s or 72s; Michigan, \$2.75 per 100 lb. sack.

**Oranges**—Fancy Sunkist Valencias are now on the following basis:

126 ----- \$11.00

150 ----- 11.00

176 ----- 11.00

200 ----- 11.00

216 ----- 11.00

252 ----- 11.00

288 ----- 10.75

344 ----- 9.75

Red Ball \$1 lower.

**Osage Melons**—Home grown are selling at \$1.75@2.25 per bu.

**Parsley**—50c per doz. bunches for home grown.

**Peaches**—Elbertas command \$3.25 per bu.; Prolific, \$3 per bu.; Hale's, \$4.50@5.

**Pears**—Bartlett, \$2.50 per bu.; Anjou, \$2.25 per bu.

**Peas**—Green, \$3 per bu.

**Peppers**—Green, \$1 per bu.; Red, 40c per doz.

**Pickling Stock**—Small white onions, \$1.50 per box; small cukes, 20c per 100.

**Plums**—\$1 per bu. for Lombards; \$1.25 for Guis.

**Potatoes**—Northern district, \$1.40; Cadillac district, \$1.50; Greenville district \$1.50@1.60.

**Poultry**—Wilson & Company pay as follows this week:

Heavy fowls ----- 24c

Light fowls ----- 17c

Springers, 2 lb. ----- 24c

Broilers, 1½ lb. to 2 lb. ----- 18c

Radishes—15c per doz. bunches for home grown.

Spinach—\$1 per bu.

**Sweet Potatoes**—Virginia Sweets, \$2.15 per hamper; \$6 per bbl.

**Tomatoes**—\$1.25 per bu.; 75c per ½ bu., Green, 25c per bu. less.

**Veal Calves**—Wilson & Co. pay as follows:

Fancy ----- 17½c

Good ----- 15c

Medium ----- 13c

Poor ----- 10c

### Gabby Gleanings From Grand Rapids.

Grand Rapids, Sept. 29—The announcement that Foster, Stevens & Co. had leased their store building for thirty-five years—dating from Jan. 1, 1927—and that the retail business which has been conducted under the Foster name for 87 years will be discontinued after the date named is a matter of very general regret to the trade. Few business houses have been maintained for so long a period without meeting disaster at some turn of the road. The house of Foster, Stevens & Co. has always stood high in the estimation of the trade and in the confidence of the trading public.

Uncle Louie Winternitz, who has spent the summer at Charlevoix, as usual, is in the city for a few weeks en route to Chicago and his winter sojourn at Ft. Meyer, Florida.

Gaius W. Perkins, who has spent the summer at Northport Point, has returned to Grand Rapids for a short stay.



## MEN OF MARK.

**Clyde E. Brown, General Manager  
New Era Association.**

Clyde E. Brown was born on Second street, Grand Rapids, Sept. 23, 1876. His father was a native of Massachusetts. His mother was a native of New York. Clyde attended the public schools of Grand Rapids and subsequently enrolled as a student in Central high, where he remained until he had completed the eleventh grade. He then took a course in book-keeping and stenography in the A. S. Parish Commercial College. On completing his technical education, his first employment was with Brown, Hall & Co., subsequently known as the Sherwood Hall Co., being installed as stenographer and billing clerk. He was subsequently promoted to the position of



Clyde E. Brown.

correspondence and collection clerk. His next promotion was to the position of city salesman. In 1915 he was given the management of the accessory department. In the meantime he became a stockholder of the corporation and was elected a member of the Board of Managers and Secretary of the organization. After serving the Sherwood Hall Co. well and faithfully for more than thirty years, he resigned to accept the position of Sales Manager of the New Era Association. He entered upon the work so aggressively and effectively that on Sept. 8 the Cabinet elected him General Manager of the organization, which he expects to carry to a higher plane than it has ever occupied in the past.

Mr. Brown was married Sept. 23, 1919, to Miss Marie R. Weissenhagen, of Detroit. They reside in their own home at the corner of North Coit avenue and Dean street.

Mr. Brown attends the Fountain street Baptist church and is a Mason up to and including the 32d degree. He started in Grand River lodge, which he subsequently served as Master. He is affiliated with the Consistory, Shrine, Grotto and Knights Templar. He is a member of the Masonic Country Club. He has been a member of the B. P. O. E. since 1910. Mr. Brown has always taken an active interest in the rejuvenated T. P. A. He was one of the original charter members, having

served as State Secretary and State President. At the annual convention of the parent body, held in Grand Rapids in 1924, he was elected a director of the National organization, which position he still holds. He was General Chairman of the convention and managed all the details connected therewith in a most masterly manner.

Mr. Brown owns up to but two hobbies—T. P. A. and New Era. He has in mind large plans for the expansion and development of both organizations.

One of the outstanding characteristics of Mr. Brown is that of his unselfishness, accompanied with that spark of intangible greatness wherein he makes those of lesser accomplishments admit the sway of his ability, even though they may dread the innovations of his initiative.

**Live Notes From a Live City.**

Traverse City, Sept. 24—Milliken & Co., leading retailers of dry goods in this city, have installed a vestibule entrance. It is the first of its kind in this city and a decided improvement over the old entrance. J. W. Milliken (deceased) the founder of the establishment, was an able merchant, respected and admired by all. He served the city in public office, including that of Mayor many years. A son, now in the management of the store, is now filling the mayoralty chair.

Citizens of Traverse City loyally support the Northwestern fair. On Wednesday of this week factories, stores, offices, courts and the public schools were closed. Principals and employees attended the fair. Persons arriving on trains were obliged to handle their hand baggage as best they could and walk to the hotels or their homes, as their destination might be. The only evidence presented to prove that business had not been entirely suspended was that of the undertakers. Their expensive, but hideous looking vehicles were as busy as usual.

The sale of novelties is a feature of the trade of many merchants of this city. Almost every store has in stock Indian wares, pictures and like merchandise to be sold to tourists and resorters. The business is overdone and an immense quantity of the material mentioned will be carried over this season. In spite of the overstocking of the market, however, prices have been substantially maintained.

A gentleman named Thornton came here from Boston a year or two ago and opened an art shop. He assembled a collection of novelties of much value and engaged in repairing furniture, rugs and other articles of household use. His wife, a successful milliner, is skilled in the application of the mechanic arts to her trade.

The Wilson Furniture Co. operates a store in this city with branches at Ionia and Muskegon. The elder Wilson, the founder of the business, is living in retirement at Frankfort. His son, manager, divides his time with the main store and its branches.

The Northwestern fair was more largely attended than in the past years. All departments were well filled with exhibits.

Arthur S. White.

Pentwater—Hans J. Jensen, proprietor of Jensen's bakery, died at Pauline Stearns hospital, Ludington, following an operation for acute appendicitis.

When you start to work in the morning think how lucky you are to have a job; it will get you in the right frame of mind for a happy day's work.

**Pioneer Work Undertaken By Muskegon Grocers.**

Muskegon, Sept. 29—Muskegon grocers are doing their part in a constructive way to further the interests of the Michigan Retail Grocers Association.

At a meeting of the convention of the Michigan Associated Credit Bureaus, the question was asked by representatives of several Michigan cities, what practical effort was being made to meet the competition of the chain store groceries. They were answered by a Muskegon representative, who told what was being done in a constructive way to meet this growing competition. As a result of this information, invitations were received from several Michigan cities requesting a visit of Muskegon grocers to their city for the purpose of explaining their methods. Ludington, Kalamazoo and Benton Harbor have already been visited.

On Wednesday evening, Sept. 23, a delegation of twelve Muskegon merchants visited Benton Harbor. A splendid banquet was arranged by the Benton Harbor and St. Joseph grocers, attended by sixty-five merchants, including two from Bangor. The meeting was presided over by the President of the Benton Harbor Chamber of Commerce, who stated the purpose of the gathering and introduced as the first speaker Hans Johnson, President of the Muskegon Grocers Association. Mr. Johnson delivered a very instructive address explaining to those assembled the progress made by Muskegon grocers in meeting the competition confronting every established grocer and jobber in Michigan and the United States. He outlined the progress made by adopting an intelligent program of advertising and buying. Copies of advertisements used by the Muskegon business men were used to illustrate and explain their method.

John Boonstra, Vice-President, and Seaver Mangleson, Secretary-Treasurer, also spoke. Mr. Boonstra told in detail about the collective advertising and the method of buying. Mr. Mangleson explained the system used in financing the co-operative plan.

B. G. Oosterbaan, of the Merchants Service Bureau, talked on the benefits of the plan as explained by the previous speakers, emphasizing the economy of collective advertising, its effectiveness and the psychological effect upon the public mind, in contrast to the individual advertisement. He also fully explained the change in garnishment law and the bonding of collection agencies, as enacted by the last Legislature. He closed with an appeal to those assembled to tighten credits, pointing out that they would never be able to meet competition if they continued loose-methods of credit, while their competitors were getting the cash.

As a result of this meeting, the Benton Harbor and St. Joseph merchants resolved to call a meeting of the Grocers Association of the cities represented for Monday evening, Sept. 28, at which time it is expected steps will be taken for close co-operation and the plan of collective advertising and buying adopted which has proven so successful at Muskegon. It is expected that a similar meeting will be held at Ionia and other Michigan cities in the near future.

Muskegon, appreciative of the splendid attendance at the last State convention, is willing to be of service to any Michigan city within a reasonable distance and explain their experience.

B. G. Oosterbaan, Manager Merchants Service Bureau.

**Trade Source Beyond Chain Store Reach.**

A salesmanager who is a far-seeing merchant tells his salesmen of a source of business which he declares is be-

yond the reach of chain stores. He discusses the subject as follows:

"The wise grocer salesman of today is seeking trade, not only among the retail stores, but from the class of trade that the chain stores can never touch, the hospitals, large hotels, cafes, cafeterias and restaurants. This class of trade can never be reached by the chain stores and it's yours if you go after it.

"Most of this class of business buy in the gallon size and will prove very profitable business for you. Remember, boys, there is a certain large percentage of business in your territory outside of the regular retail grocer, which the wise salesman is cultivating, and if you fail to go after this business your competitor will be feasting on your neglect. The mode of distributing groceries is changing very rapidly and unless you cope with the situation, you won't be in it. Watch your P's and Q's and get all that can be had in your territory."

**Increasing the Demand For Storage Eggs.**

The Publicity Committee of the New York Mercantile Exchange is in favor of conducting a publicity campaign to increase the consumption of storage eggs, but lacks the funds necessary to get the message across to the public. At its last meeting a resolution favoring the circulation of petitions among exchange members to get them to pledge themselves certain sums for publicity work. By this means the publicity can judge the extent of sentiment in favor of such a drive and at the same time be given financial assistance. It is planned after the trade has subscribed to endeavor to get the Executive Committee of the exchange to appropriate enough to finance the publicity work. The clearing house of the exchange has been producing a large daily revenue which is contributed only by members of the clearing house. Some members, not in that department, think that the clearing house money ought to be utilized, while others oppose such a step.

**Alaska Salmon Pack Sharply Cut Down.**

Only 50 per cent. of the normal quantity of red salmon will be packed by Alaska canneries this season. It is estimated by Seattle distributors that the pack will not exceed 1,000,000 cases. As a result the prices now obtaining on red salmon are equal to the highest ruling during the war period, which was \$3.25 a dozen for tall cans. A poor run in Bristol Bay and the Government order closing the season there eight days earlier than originally planned are chief reasons for the low output. The order closing the season on July 17 and affecting seventeen canneries was made because not enough fish were getting by traps to the spawning grounds. Reports are that even greater losses will be sustained by packers of the pink and chum varieties of salmon, which are expected to be short of normal by 75 per cent.

The man who never changes his mind is an even less desirable citizen than the man who never changes his underwear.



## OUT AROUND.

## Things Seen and Heard on a Week End Trip.

On my last Saturday outing among the trade I stopped at the store of Andrew Van Blooys, grocer at 1203 West Leonard street, who is one of the comparatively few men who can hand you a check for \$6 on subscription and smilingly remark that he is getting the best end of the bargain; that he has no suggestions as to how the Tradesman can be improved; that it has been a great help to him in the prosecution of his business and that he would not do without it if it cost \$6 per year, instead of only \$3. No wonder success comes in unstinted quantities to such a man. The corner stores he purchased some years ago for \$4,500 are now worth \$12,000 to \$15,000. The large plate glass mirror he purchased from a retiring saloon keeper some years ago for \$50 is now worth \$250 and brightens up his store wonderfully. It is an old saying that success comes to any man who can meet any issue with a smile and Andrew Van Blooys is an excellent example of the truth of that trite remark.

As I passed through Marne I was reminded of another genial character in the person of Joseph Raymond, who conducted a hardware store in that village for thirty or forty years. He, too, knew how to smile and he always put the best foot forward. He was one of the most honest men I ever knew and I fail to recall that he ever had a misunderstanding with either customer or creditor. He lived a placid life and passed to his reward with the consciousness that he had done his full duty to himself, his family and the world at large.

At Coopersville I stopped to pay my respects to Colon C. Lillie, but he was out. For forty years Mr. Lillie and I have nearly always been arrayed on the opposite sides of all vital questions. I opposed his attitude on the "over-run" (in butter) matter, which proved so disastrous to many Michigan creameries, his own included. I opposed his administration of the State Dairy and Food Department. I declined to join him in his ill-fated stock insurance organization which cost the investors of Michigan more than a million dollars. Notwithstanding our differences on these and other questions, we each entertain a wholesome respect for the other, because we each believe in the sincerity of the other. I am glad to learn that Mr. Lillie is gradually recovering from his recent reverses and that he will soon be able to hold up his head among men and look the devil in the face. When Mr. Lillie was held up to derision and scorn by many who had lost money in his undertakings and he himself was defending a criminal charge, many predicted that Colon Lillie was "down and out." I always resented this assertion in the following words: "You can't down a Lillie permanently. There is something in the Lillie blood which precludes the possibility of keeping a Lillie down permanently. I predict that Colon Lillie will live to reward his friends and confound his enemies."

As I passed the old town of Denison I was reminded of S. T. McLellan, the long-time merchant of that little village, who was the second man to subscribe for the Tradesman when it was started forty-two years ago. Mr. McLellan was lame, as I now recall him, and it must have been much effort for him to climb the two flights of stairs which led to our office in the old Eagle building on Lyon street. Mr. McLellan was killed by a burglar many years ago, but the business was continued several years thereafter by his daughter, Susie.

By the way, the first subscriber to the Tradesman was J. C. Benbow, who was then engaged in general trade at Cannonsburg. I have since lost track of him, but if any friend of either Mr. Benbow or the Tradesman knows his present address and will send it to me I will gladly pay his fare to Grand Rapids and give him a week's entertainment at any hotel he may select. His silver dollar looked as big as a cartwheel in the dark days of 1883 when the Tradesman was aiming to gain a footing, but whose failure was predicted by nearly everyone familiar with the situation.

At Nunica I undertook to call on Wm. Ernst long enough to enquire if he had purchased any more talking machines recently. Unfortunately, Mr. Ernst was out on one of his farms, superintending the housing of fall crops.

I never pass through the beautiful main street of Spring Lake without taking off my hat when I pass the former home of the late Charles P. Brown. We were both born and raised in the same town—the old town of Hudson. We went to school in the same school building and attended Sunday school in the same old church. I left Hudson in 1870 and I think he removed to Spring Lake about the same time. He practiced medicine nearly fifty years and his name was long a household word in Ottawa county. No applicant for medical assistance or surgical aid was ever turned from his door, whether he had money or not. He was a strong sup-

porter of the Republican party and a ready speaker on political topics. He was the inventor of several new devices which would have made him rich if he had placed them in the hands of men who were familiar with exploiting new ideas. He was a born entertainer and a most wonderful conversationalist. He lived a useful life, devoted to the service of his friends and patients, and died twenty years too soon.

No more utilitarian project was ever devised than the remarkable pavement of the main street of Spring Lake by the sister of William Savidge in memory of her brother, whose untimely death a few years ago was the occasion of universal sorrow. It was impossible to know Will Savidge without having a genuine affection for him. By nature he was a gentleman, by inclination a student, by training and habit a scholar. Fate also ordained that Will should be a banker and a business man, and in those capacities his associates respected his judgment and his high principles. But finance and industry brought no joy to him. They were among the natural pains and penalties of life which must be met and endured for a season. And as soon as favoring fortune enabled him to do so, he planned to retire from all but incidental participation in their activities and to devote himself to the things which were near his heart, to his studies, to his writings and to his family and friends. When he was in his natural atmosphere and in congenial and stimulating environment, the company and conversation of William Savidge were a delight and an inspira-

tion. From him flowed fine thought, poetic imagery and the exposition of high ideals. Though he had many ambitions in the literary field, he contented himself with the actual publication of a few books which were confined to private circulation among his closest friends. Mr. Savidge always refused to concede anything to expediency in order to gain readers. He wrote what he felt and what he believed was true, rather than what friends pointed out to him, might attract a large audience. So perhaps he lost a great deal of applause he might have gained; but he preserved his ideals, which were infinitely more precious to him. It is a sad tragedy that such a man, with a quiet but widespread influence for what is best in existence, should be suddenly cut off in the flower of his life.

E. A. Stowe.

## Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: F. J. Wilson & Co., Detroit. Dighton Land Co., Grand Rapids. Fred Klumper Implement Co., Jenison. Art Products Co., Inc., Zeeland. The Maher Collieries Co., Detroit. Jackson News Publishing Co., Jackson. Monica Hall Apt. Corp., Detroit. Overland Clothing Mfg. Co., Buchanan. Braun-Ruder Co., Detroit. Merchants Mortgage Corp., Detroit. Lansing Forge Co., Lansing. Nye & Sons, Inc., Saginaw. Michigan Aerial Control Co., Grand Rapids. White Marble Lime Co., Manistique. Louis A. Allen, Inc., Muskegon. Addison Fashion Shop, Detroit.



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A splendid repeater

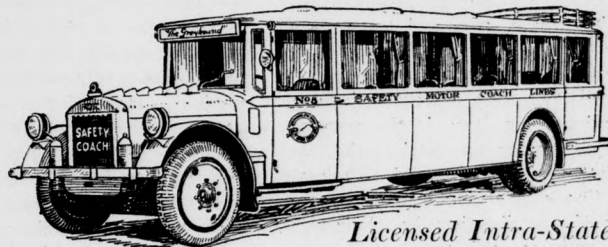
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Dial 54027.  
Bell M. 2419.





### GETTING BACK TO NORMAL.

A touch of cooler weather during the past week provided a needed stimulus to a variety of buying, especially in lines of ready-to-wear for both sexes. Warmer wraps and topcoats were seen in evidence as the calendar Autumn season began and drafts had to be made on retailers' stocks to supply needs. The beginning of seasonal activity was sufficient to show the limited quantities available for consumers and to spur up retail dealers into sending in re-orders. The volume of these is not yet enough to tax the resources of producers, but it has been an encouragement to the latter as an indication of what is to come when the season gets into full swing. How large stocks in first hands are is a matter about which there are doubts. In some lines it has been claimed there has been an undue expansion of production as compared with the probable demands. In others it appears, from all the available sources of information, that a very conservative policy in this respect has been followed. No generalization would fairly cover the numerous and diversified main industries. While attempts have been made to speed up demands by suggestions of future scarcity of supplies when they may be needed and of consequent higher prices, they have usually failed of their purpose. The buying policy continues to be of the piecemeal order despite the efforts to change it.

It is natural, under the circumstances that irritation should be shown whenever certain inevitable results come from the policy mentioned. When retailers are seeking goods called for by their customers they turn to the wholesalers to supply them with the expectation that the latter will be able to do so. The wholesalers, in their turn, do the same toward the producers. There is often the idea that there ought to be a reservoir of supplies into which wholesaler or retailer, as the case may be, may put in his dipper and get what he wants whenever he happens to need something. If this idea were really carried out in practice it would put the entire burden of merchandising, with all its risks, on the producers. It is only in the case of grain and other agricultural products that this is actually true and, even as to these articles, the tendency latterly has been toward restricting output to apparent demands. What brings up the subject just now is the response made during the past week in the market letter of the National Wholesale Dry Goods Association to the complaint of a retailer that the wholesalers were carrying such small stocks that the former cannot get the merchandise he needs. This is denied by the wholesalers, who say they "are carrying well-assorted stock on all items that are fairly safe to carry." They add that, owing to the many novelties brought out during the season, manufacturers crippled their deliveries and made it unsafe to operate far in advance. This added to the burden of wholesalers, who were handicapped by the refusal of retailers to put in advance orders. "The jobber," it is said, "cannot place his orders, as he does not know what will sell, and the mills

will not go ahead and make up a lot of merchandise that they do not know will sell." This appears to sum up the matter in a nutshell.

What the trend of prices is to be in the near future is a matter on which opinion is divided. There is no such division, however, as to their course a year or so hence. As things settle down here and abroad the ultimate result must be a general lowering of price levels. That they cannot be brought to the pre-war bases is also admitted. The much higher rates of taxation, needed to pay war debts and subsequent extravagances, will tend to keep up values for a long time to come. It is contended, also, that the more liberal wage scales in many industries will have to be maintained and that these will aid in keeping up the prices of many commodities. The maintenance of such wages, it is asserted, is necessary to enable the workers to live on the scale to which they became accustomed during the inflation period of the war and thereafter. What were formerly regarded as luxuries they have begun to look upon as necessities. From an economic standpoint, however, this position is not tenable unless the workers are prepared to give an equivalent in added productivity and so reduce the unit labor cost of products. Labor-saving devices and the further elimination of waste may be helps in this direction. But something more will be needed, and this is added effort on the part of the workers. Whether this will be accomplished by longer hours of labor or by more effective work within the same number of hours as now is still to be determined. Lower prices will mean larger consumption and, consequently, greater industrial activity.

### WHAT THE TRADE IS BUYING.

Sales of sheets and pillow cases continued at a remarkably good pace. Business received by mail is especially heavy. Deliveries from the mills are none too good, which makes it rather difficult to have sufficient goods on hand to meet the constant demands of the trade. Charges in this department were ahead of the previous week, as well as of the corresponding week a year ago.

Road sales in the handkerchief department during the week were of much greater volume than in the week previous. Most of the orders booked were for October or November delivery, the goods being wanted for Christmas trade. Novelties were the outstanding items, staple handkerchiefs not being sought particularly.

A good volume of business from the men on the road was also received on linens, and each day showed an improvement in sales over those of the day before. Towels, crashes and fancy sets for the holidays were among the most prominent sellers, although nearly every order included a good general assortment of merchandise. Novelty colored rayon bed spreads also sold very freely.

A great deal of activity in brocaded rayons was in evidence in the wash goods department. Sales of plain rayon crepes in the new shades for Fall continued exceptionally good.

Woven stripes and plaids on rayon grounds also sold in good quantity. There was a heavy demand for percales, and the charges were considerably ahead of the corresponding week a year ago.

Sales of velveteens and chiffon velvets showed a considerable increase over those of the previous week. Fifty-four-inch plain silks and fifty-four-inch bordered brocades continued to be wanted. Charmeuse, georgette and crepe satin are still the best sellers in the line of silks, with flat crepe and crepe de chine following closely.

The road men are booking a fairly good drapery business. The demand for cretonne for drapery purposes is very much better this Fall than it has been for some time.

A very good business has been done by the travelers in all sections on the general line of domestic rugs, carpets and linoleums. Orders include a fairly good proportion of nearly all items. Sales on Oriental rugs were exceptionally good, running far ahead of the same period last year. A large portion of the sales called for super-quality Chinese rugs and fine Persian carpets.

The demand for silk dresses has narrowed down to flare, circular skirt and basque models. High necks are favored. The straight line models are being offered by most manufacturers at concessions and the trade does not seem to be interested. Cloth dresses have not been moving well, due mainly to the excessive hot weather experienced throughout the country during the last four weeks. A number of houses have already started to offer those that they have on hand at concessions. Balbriggan dresses are selling well and stocks at different manufacturers are still very light.

Women's coat re-orders being received are mostly for the side flare. There is a slight call for wraps and straight line coats. High waisted princess flare coats are being featured by the better manufacturers. Some are showing special values in order to stimulate business.

There has gradually developed a demand by the better dressed woman for silk bags of a novelty type and the indications are that those will be carried in preference to leather bags. These are mostly in demand at prices retailing from \$10 to \$25. In jewelry there seems to be a decided tendency toward the stone-set metal jewelry such as wide banded bracelets, metal choker necklaces and brooches. These retail from 50 cents to \$10.

Men's blanket robes in ombre effects are very much in demand and from all indications it will be a very big holiday item. Manufacturers have ample stocks on hand at present, but these will soon be depleted if the demand continues.

The only reason some people don't like work is because they have never made the effort to get really well acquainted with it.

The road to the hall of fame lies through the room for improvement, which may be why so few folks find it.

### COTTON ESTIMATES.

It has rarely happened that so much commotion was caused by a Government cotton report as was the case with the one issued during the week giving condition and prospects as of Sept. 16. Trade prophecies were fairly agreed that deterioration had occurred in the fortnight since the previous report, and trading was based on this idea. The prediction in the new report of a yield of nearly 14,000,000 bales came, therefore, as a shock to the many who were convinced that the utmost to be expected was about half a million bales less. The Government, it may be observed, has more and better facilities for estimating the yield than has any private agency; that is, it has more sources of information at more places in the growing district. Still, until the cotton is actually put through the gins, there is always room for a difference of opinion and judgment, and the amount of the top crop cannot be determined until after frost puts an end to the growing. With all of this taken into account, however, the effect of the issuance of the official report was to stop all tendency to a rise in quotations and to depress prices at once. At the new levels there was shown more of a disposition to buy on the part of spinners, who are apparently convinced that it is safe to do so. The goods market showed the effect of the drop in quotations of the raw material, although this was marked mainly by a lessening of orders for gray goods. Prices have kept firm. In finished goods business has been picking up. Bleached and napped goods have been bought more freely. Percalés are in a similar position, with one line showing a price advance. Wide sheetings, sheets and pillow cases have been placed "at value," and there is resistance to continuing the present prices of denims. Heavyweight underwear continues in demand and hosiery sales are picking up.

### WINTER RESORT WEAR.

The belief in the women's garment trade and also in certain quarters of the textile division, particularly silks, is that the Southern resort business this Winter will be greater than ever. For the ready-to-wear manufacturers, it is held, that for the first time there will be enough garments sold of the Southern resorts type to make the production of these goods really worth while. Silk manufacturers are planning special fabrics that are expected to sell in increased quantities for this particular period.

The changed situation is largely due to the prosperity which has come to Florida particularly because of the boom in real estate values and the increased volume of residential and hotel building. At the same time it has centered greater attention than ever on Florida as the leading Winter resort, and more people than ever are expected to sojourn there. This will provide the stimulus for larger sales of resort wearing apparel, which the retailers will begin to feature toward the end of November.

Many a man who takes things easy lands in jail.



## FLICK HASTINGS.

## Graphic Description of Our First Merchandise Broker.

Not many of the present generation will remember the subject of this sketch, but those whose memories go back thirty-five or forty years will recall Henry F. (or "Flick") Hastings as one of the city's best citizens. His powerful physique (he stood 6 feet, 2 and weighed 260 pounds) his pleasing personality and his untiring zeal in whatever he undertook, marked him as a leader among men. As I think back and recall the group of men with whom he associated and which included Joe Herkner, I. C. Smith, L. W. Heath, Charles W. Watkins, Arthur Meigs, Don Leathers, Steve Sears, Herman N. Moore, Sam Lemon, Boyd and George Pantlind and others, it seems to me that we have never had, before or since, a more enthusiastic, public spirited bunch of boosters than this crowd. Whether it was a Fourth of July celebration or a Masonic fair, they were the instigators, leaders and supporters of the movement.

Born in a log cabin in Northern Ohio, the youngest of twelve children (six boys and six girls), his early childhood was one of poverty and privation and I always thought that his remembrance of those early days was what later made him so sympathetic with those less fortunate. No matter how transparent the hard luck story he never refused aid to the applicant.

He never had a pair of shoes until after he was 14 and tramped two miles barefooted through the bitter cold of Northern Ohio winters to the country school. One of his chief amusements in winter was sliding on the smooth ice in his barefeet. When the war broke out and his brothers left home to enlist in defense of the Union, he was but 14 and considered too young to go. Not being able to get his parents' consent, he ran away to a neighboring town where, on account of his size, he easily passed for 16 and was enrolled. He served three enlistments and in one of them gained the rank of captain. He was wounded three times, once in the skull where the bullet was imbedded so firmly that in removing it, it was cut in halves by the surgeon's forceps. Another wound was in the arm where, while he was in the act of firing his musket, a bullet went through both his fore arm and upper arm making four holes. Over thirty years later, a splinter of bone from the wound very nearly caused him to lose the arm. The third wound was in the body and this bullet was never removed. After the war he engaged in various enterprises, among them being peddling lightning rods among the farmers of Indiana and running a hotel in Pentwater.

In the late seventies he covered Western Michigan for the Chicago wholesale grocery firm of Boies, Fay & Conkey. One of his competitors was Aex Knopf. Traveling on the same trains, calling on the same trade, and stopping at the same hotels resulted in binding them together in a very close friendship. One could not imagine a more incongruous pair. Knopf

was a little stoop shouldered Swede weighing about 125 pounds, while Hastings, then in his prime, completely overshadowed him with his 260 pounds of bone and muscle.

Tiring of the road, these men decided to enter the brokerage business Hastings coming to Grand Rapids and Knopf going to Saginaw. The story goes that when he arrived in Grand Rapids to locate, he struck up a conversation with his hotel table companion and found, much to the surprise of both, that each were here on the same mission. However the competitor did not last long and for several years he was the only broker in the city.

My first remembrance of him was when he appeared clad in pink tights as King Comus in a Fourth of July Mardi Gras back in 1879 or 1880 and, believe me, he was some king.

My connection with him was through one of those "happenstances" which tend to change one's whole life. As my father and brother both worked for Berkey & Gay my chief ambition on leaving high school, which I had just entered, was to follow in their footsteps and get a job in that factory. In fact, during the previous summer vacation I had "hopped pads" there, for the magnificent salary of \$2.50 per week. On getting home from school Friday night for the April vacation, mother informed me that Mr. Hastings wanted me at the office the next morning. Arriving there I was installed as office boy and when the next two weeks vacation was ended I quit school and continued with him until his death. Nothing was said about salary and at the end of the month I received \$10. This was characteristic of my entire employment with him. During all of the years I was with him there never was any argument or discussion over my salary. I knew him well enough to know that I would get what I earned; so I simply did the best I could and was never disappointed over the returns.

Our trade at that time was widely scattered. Arthur Meigs & Co. were on the South side of Pearl street between Campau avenue and the bridge. Cody & Olney were across the street on the corner where is now the Salvation Army barracks. Freeman & Hawkins were on Lyon street where the Pantlind grill is located. John Caulfield occupied his own building on the corner of Canal and Huron. Fox, Shields & Co. were on Division street in a little two-story building next to what is now the Cody Hotel. William Sears & Co., "wholesale bakers and cheese," as the sign on the window shades read, occupied one store in the Pike block on Pearl, back of the Tower block. Eaton & Christenson, wholesale bakers and cigars, were on Canal street at the foot of Bronson (now Crescent) and Mohl & Kenning, wholesale and retail cigars were in the Lovett block on Campau Square. We had desk room with H. M. Reynolds, roofer, in a one story building back of Sweet's Hotel at about the location of the present Pantlind dining room.

Our principal business consisted of mess pork, dry salt sides, compound

lard, plug and fine cut tobaccos and cheap cigars. Sugar was ordered every day from Edgar of Detroit. We would go around every morning and get each jobber's assortment. These would be combined into one car load, shipped the same day and arrive in Grand Rapids the next morning. Later, as the trade grew, we ordered from New York in carloads of seventy to eighty barrels. I well remember that when the refiners later issued the edict that 100 barrels would constitute a minimum carload, a great howl went up that our trade were being forced out of business by being required to order in such large quantities.

One incident indicative of the times occurred during a sugar flurry, when Sam Lemon, then buyer for Shields, Bulkley & Co., gave us an order for 105 barrels saying with a great deal of pride as he handed over the order, "There is the biggest order you have ever taken." "No, you are mistaken," replied Mr. Hastings, "Amos Musselman just gave me an order for 110 barrels." "Give me that paper," demanded Sam.

By this time John Shields, W. F. Bulkley and the entire office force were congregated about the round tea table where the transaction was taking place. Sam took the list and by carefully going through it and adding a barrel here and another there, brought the total up to 112 barrels, which he handed over to Hastings with a great flourish and with the admiring glances of his associates.

In those days the broker was more than a mere salesman. He was the friend and advisor and in many cases the financial backer of his trade. Our customer's capital was small, hardly any of them having more than \$10,000 actual capital; credits were long and profits large. Sugar was bought on 30 days time. It was a common practice for Mr. Hastings to advance the money for a carload, add  $\frac{1}{8}\%$  to the invoice price and take the buyer's note for 60 days for the amount and then discounting this note to make his check good for the car. This 30 days extra time enabled the buyer to distribute the sugar to his customers and get the money for it back in time to pay the note.

This practice nearly resulted in his financial ruin when one of his customers went broke, owing him quite an amount. The bankruptcy laws then were very crude, so that in time of trouble the first man on the ground to get a chattel mortgage was the lucky fellow. In this case we got the 7th mortgage, but we combined with the holder of the 6th mortgage, bought up the five previous mortgages and took over the assets of the bankrupt.

These were principally book accounts and considered good and were good so long as business relations continued, but when we stopped shipping these customers goods and they transferred their business to others, their cash went there instead of paying for "dead horses." However, after working on these for several years, we got enough out of them to repay the money advanced, with a little extra for our trouble and expense, and then

threw \$25,000 worth or more of accounts in the waste basket.

Although I was employed on a salary, our relations were more like those existing between partners and we never hesitated to speak plainly to each other if something did not go to our liking. Both of us being quick tempered and inclined to have his own way resulted in our having many a scrap which usually ended by my either getting tired or quitting my job. However, no casualties ever resulted, as I always showed up on the job the next morning just as though nothing had happened. I really think these little "tiffs" brought us closer together and caused us to love and respect the other the more for them. Once when Mr. Musselman offered me a job as assistant buyer, with a nice increase in salary, I told Mr. Hastings that I was going to leave him. He said very little, but the next day a mutual friend told me that he felt very badly to think that I was going to leave him, so I declined Mr. Musselman's offer and stayed on the job. I never regretted this, as I never would have felt right about it if I had left him, knowing that he wanted me to stay.

One of his chief characteristics was his readiness to explain any matter which might come up. "I don't know" was not in his vocabulary. No matter what the subject was he always had a ready explanation. We had quite a trade on what was known as molasses sugar which was used in making a certain Dutch cookie. This was a product of what was called a "molasses boiler" and by reboiling it got a dark sticky fine grained sugar with a very decided molasses flavor.

When these sugars first came on the market some one asked him how they were made. He replied, "They take a barrel of low grade refined sugar and mix it with four or five gallons of cheap molasses." "But how can they make any profit by doing this?" was asked. "Why," he said, "the molasses weighs 11 pounds to the gallon and costs 10 cents. The sugar sells for 5 or 6 cents a pound which yields a profit of \$2 to \$3 per barrel." And the explanation was accepted, proving the old saying that "It is not what you say, but how you say it that counts." Had anyone doubted his explanation he would have countered with, "I'll bet you a thousand dollars." That was his favorite betting amount and although I have heard him make the offer many times I never knew it to be called.

His hobby was horses and he always had several high steppers or fast trotters in his stable.

The half mile stretch of Jefferson avenue, between Wealthy and Fulton was by common consent set aside during the Winter for the gentlemen drivers to test out the speed of their steeds and on a pleasant Sunday afternoon, the street would be lined with spectators. He was usually there, taking keen delight in trimming Don Leathers or some other of his cronies in a horse race.

Another hobby was his interest in fraternal organizations and whenever he joined one he put his whole heart



based on our present membership, or approximately one-half the amount we are now collecting as dues in our own and soul into the work and never stopped until he got to the top. Joining the Masonic order he became a Knight Templar and went through all the offices of DeMolai Commandery including that of Eminent Commander. He then affiliated with the Consistory was Commander in Chief of DeWitt Clinton Consistory, had the honor of having the 33rd degree conferred upon him.

Becoming interested in the Knights of Pythias, Uniform Rank, he was captain of Eureka Division, then Colonel of his Regiment and at his death was Brigadier General in command of the Uniform Rank of the State of Michigan.

While Eminent Commander of DeMolai he made that organization prominent in the Nation by attending the New Orleans Conclave with his entire Commandery mounted on black horses. He had spent months in drilling them on the old fair grounds on Hall street and when they appeared in the parade at New Orleans and went through the beautiful and intricate Templar formations they created a sensation.

They traveled to and from New Orleans in a special train and whenever a stop was made they were met by great crowds and were wined and dined as only the Southerner knows how.

He was interested in various business enterprises. He organized and was President of the Pythian Temple Association, which built the Pythian Temple (now the Ashton); was a director of the Board of Trade and was interested in various other enterprises.

While in his prime and when his star was just ascending, he was stricken with that dread disease (diabetes) and after making a valiant fight against it for five years he finally had to acknowledge it victor and passed away at the age of 48. In his passing the city lost one who, had he lived, would have left his impress on the civic and social life of the community.

Charles N. Remington.

#### Michigan To Entertain Illinois Troops

The War Department seems to think pretty well of the State Military Reservation at Grayling, where the Michigan National Guard holds its annual encampment. Ady. Gen. John S. Bersey has received a letter from the Department stating that plans are in contemplation to send a regiment of the Illinois National Guard to Grayling next year for its annual maneuvers and asks if Governor Groesbeck, as commander-in-chief of the State military forces is willing. The Governor says that he is. It will be the first regiment of another State to have its annual encampment at Grayling since the State acquired the reservation.

Lansing—E. E. Howey, former treasurer of the Allen-Sparks Co., wholesale and retail dealer in auto and electrical supplies, has taken over all of the accounts of the above named company and will continue the business under the same style at 424 East Michigan avenue.

#### What Does the Egg Industry Know About Itself?

If order is to come into the egg industry, it plainly must begin with more orderly thinking by the customer for eggs to eat and by the farmer who produces them. These men are usually women, and in our efforts to be on good terms with them we should always keep in mind that we are dealing with women.

The average woman is more naturally honest in business and less speculative than the average man. She is a conservationist. Your Housewives' League membership is roused at the appearance of speculation in food supply and refuses to buy eggs. When the farmer's wife becomes suspicious of the price you offer her, she at once wonders what you are getting for eggs when you sell them. Because she is honest she becomes incensed if you impute to her an intention to market anything but fresh eggs, and she is slower to acknowledge faults in her way of handling them while more anxious to correct her faults when convinced of being at fault.

This woman, either in town or on the farm, is not much of a reader, but she is sociable and probably reads more than does a man similarly engaged. It does not take long for a good idea to get to her, if the man she meets in the industry is informed. The trouble is that the industry is served with papers and magazines written from a great variety of viewpoints from the purely market viewpoint to that of the producer and fancier, and again, from the consumer's viewpoint as told in the daily press, when eggs get into the headlines.

A business man will read a good publication if it is illustrated and concerns his business, if the articles are brief, accurate and readable. To read about it makes him respect men who are trying to improve their own business.

The man who starts to read up on eggs is sure to be surprised at the amount of work being done and written about farm industries. United States Government publications alone are listed in 47 catalogs and indexes. They relate to every kind of activity, and only a man with library experience can get to the articles which concern the egg industry from one angle or another. And, after getting to these articles, only a man with long experience in the industry can sift out the practical value in them.

The Western Newspaper Union is a large organization, occupying a big building on the West side of Chicago, a principal business of which is to digest Government publications for farm and rural newspapers. To separate that portion which is of interest to the egg industry alone would be an editorial task of great value if well done.

It would also be a laborious task, because the average reader does not have time to read such literature unless it has been abridged. It would be part of that task to review and digest and sometimes to publish in full, articles relating to eggs and egg marketing in farm papers, home, trade and technical papers, state and school papers, and the records of operators, with their consent. It would be useful to pre-

pare figures and charts from markets and movement to show the influences which govern quality of eggs. Field, plant, carrier and cold storage operations could be illustrated. Better distribution, sale and wider use of eggs ought to result from a careful comparison of costs and results. Uniform accounting and banking is of interest.

A publication for the whole industry would have to take account of the interests of producers, breeders, feed, supply and incubator men, tying that interest up with the market egg. It ought to tie up, if possible, the interest of buyers, packers, carriers, storage warehousemen, speculators, wholesalers, jobbers and retailers with that of educators, law makers, politicians and farm leaders, all of whom contribute to or use egg knowledge.

Probably no industry needs more an authority going to all angles of the industry, and not alone to the "trade" than does the egg industry. The question is, of course: Can a publication be so edited as to carry an interesting message to the whole industry?

The co-operatives come as near to publishing all-round literature about eggs as any others, if not nearer. Their publications are written from the producer's viewpoint, of course.

The personnel of the industry is scattered, and the several lines of activity are not well co-ordinated. The product is not intensively manufactured. It is easy to get into the industry and hard to make money in it.

The egg business has a tradition that it cannot stand alone, but has to be handled as a side line with reduced overhead. No adequate cost standards have been developed under this system. Hearsay and guess govern operations. Capital is not readily interested for the purchase of facilities which in other industries are the basis of stability.

Warehousemen in their contact with eggs enter into doubtful and speculative commitments, due for the most part to the absence of accurate knowledge as to what is and what is not a risk.

The development of refrigeration and the rapid extension of cold storage have over-emphasized the profits of carrying a supply of eggs into seasons of scarcity, until the trade have gotten away from quality ideas, and they are very important.

The schools, Federal and state governmental workers, farm workers, etc., while contributing valuable information on the market egg and on marketing, lack the correcting and proving influences of actual operation on a scale involving their fortunes.

There is need for more sympathy with understanding between different legs of the industry, and a more thorough-going knowledge of the product as a basis for progress in the future.

Paul Mandeville.

Detroit — The Russian-American Chemical Co., 2230 Buhl building, has been incorporated with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and \$1,000 paid in in cash.

If you can't find the work you love, then love the work you find.

# Fiegler's

## Chocolates

Package Goods of  
Paramount Quality  
and  
Artistic Design

## Moseley Brothers

GRAND RAPIDS, MICH.

Jobbers of Farm Produce



# 4%

## Banking by Mail

Under both State  
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We are as near as your mail box. As easy to bank with us as mailing a letter.

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No one but the bank's officers and yourself need know of your account here.

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Send check, draft, money order or cash in registered letter. Either savings account or Certificates of Deposit. You can withdraw money any time. Capital and surplus \$312,500.00. Resources over \$4,000,000.00.

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**HOME STATE BANK**  
**FOR SAVINGS** GRAND RAPIDS  
MICHIGAN



## SHOE MARKET

### They Call Him the "Miracle Merchant."

The mood, temper, tastes, and financial ability of the customers and prospective customers are all closely watched by those in charge of the shoe department of the Andersen Department Store, Cozad, Neb. This is the store founded by Fred W. Andersen eighteen years ago.

In eighteen years Mr. Andersen has built up an annual volume of \$325,000 in a town of 1500. So successful has this merchant been in a small town that trade associations and convention committees from coast to coast invite him to come and tell them the story of his success.

Every department in this department store, even in so small a town, is under a department head, who is responsible, while Fred W. Andersen, who has become known as "The Miracle Merchant," directs the general policy. Mr. Andersen directs the shoe department to keep a careful record of the number of pairs of shoes sold in a given price class, in given sizes, etc. He has a record at all times of what classes and prices are most popular in his community and trade territory.

"We are in a farming community," says Mr. Andersen, "and we try to carry what the farmer and his wife want. We do not try to carry all the A's and double A's, but we plan to have plenty of B's to E's. Again we do not try to carry too many of the \$15 shoes to the exclusion of others. In the finer shoes we buy oftener and keep up with the city styles. I think the time has come when small town merchants must do that. You will hear small town merchants say it can not be done."

"We try to carry what our customers want and only a few of each kind. The old days are gone when you could buy two or three dozen pairs of women's dress shoes of exactly the same style in a small town. To-day a woman prefers that you do not sell any other pattern like hers in the town, and as a matter of fact, the shoe man should not sell the same style to many. We watch this point very closely. In a small town everybody knows everybody and knows everybody's shoes as well. We please our women customers by regarding their wishes in not selling many, and sometimes no other person, the same kind of shoe that we sell to some of our good customers for high grade shoes. A woman who will pay big money for shoes in a small town is a woman who wants to be distinctive in that town, and you can afford to cater to her wishes in that respect."

"Suppose you sell her a \$15 or \$18 pair of shoes, and she makes it known to you that she does not want any other woman or at least not many to be wearing the same kind of shoes in that town. Then you turn around and sell the same style shoe to ten other women. What happens? You have sold that woman once, but the chances are that you will never sell her again, and you have lost her business for ten or twenty years. It is the customer

that comes back year after year that counts for your volume."

"So we try to carry smart shoes—something the women want in our town, and only a very few of any particular style, color or shape."

"As a result, I can think back of the customers that I sold shoes to eighteen years ago, and the people who used to bring their children in. Now I am selling to those grown children and their children in turn, and all in eighteen years. This only goes to show how it pays to sacrifice one or two sales for the sake of pleasing those you do sell, and those of whom you hope to make steady customers. It makes me feel that, at least in some degree, I have served the people in shoes."

While Mr. Andersen is thus analyzing the wants of his women customers in town, and striving to cater to their whims as to individuality and distinctiveness, he is also watching the wants of many hundreds of farmers and farmers' families he serves.

"In the farming community the biggest seller is a shoe that sells for around \$5. That is what brings the biggest turnover, and a merchant in a farming community will never get stuck selling shoes in about that class."

What about turnover? Andersen turns his stock in the shoe department three and three-quarter times a year. This is partly because he has gained the confidence of his customers so that when the banker's wife buys a smart pair of shoes, she knows from past experience that Mr. Andersen is not going to sell her maid a pair just like it next week.

This is how he holds his better class of shoe trade. As for the cheaper grade of shoes, he sells literally thousands of pairs "cafeteria style," as he says. That is, he builds up a series of racks or tables in the store, and displays the shoes on them, with each pair plainly marked as to size and price. This is mostly in the class of shoes selling around \$5 and under. "We get a big turnover and good profits," says Mr. Andersen, "using these tables to sell shoes up to \$4.95, and nothing higher."

"We do not pile these tables too full, so as to give the impression that the supply is endless. We take an even dozen pairs of shoes of a given quality, and place them on one table in a variety of sizes. This table is plainly marked as to the price of any shoe on that table. Then we have another table for another quality, etc., and again put out just an even dozen pairs on that table. This gives the impression that the supply is limited and that it is a while-they-last opportunity. We have twelve such tables in the shoe department, and when we have our shoes out there on display for the sale, the customers are indeed busy picking them over. The price ticket on each pair also gives the size of the shoes. The customer looks them all over, tries them on, chooses what he wants, takes them to the clerk to be wrapped. When the boys are not too busy wrapping, of course, they aid the customers in making selections and in fitting. It often happens that one man is kept busy for hours wrapping packages and making change from the sales made by these

"cafeteria" shoe counters.

"We are very careful about the selection of shoes for the 'cafeteria' tables, as to quality, size and price. We must take into consideration the class of customers who would be most likely to buy shoes in this way. We have found it impracticable to put high-priced shoes on the 'cafeteria' tables."

"Another effective way we have found to sell shoes is to take a pair of the best quality of dress shoes and display them in the ladies' ready-to-wear department, matching up with an attractive dress, and selling the dress and shoes together."

"Thus we do not leave all the shoes on the shelves in the shoe department. We place them around at advantageous points, in the ladies' ready-to-wear department, in the shoe windows, of course, and in various other departments wherever it is consistent with good taste, never forgetting to put a price tag on the shoe, and usually we put a large card over the display inviting the prospect to make a choice of the selection at a given price. In many cases this method sells the shoes without the assistance of a salesman."

"The great object in any shoe department is to insure rapid turn-over, and the above are some of the methods we use to attain that end. We think we have learned some secret of shoe turnover, at least to the extent that in a small town of 1,300 people we keep shoes moving so rapidly that we have in some cases placed a single order for 285 dozen pairs at a time."

### Service Will Buy More Business Than Price.

A great deal of the advice given to salesmen is too vague and indefinite to be of much service. "Pep" messages are of little avail unless they are based on some concrete facts or plan. One of the best salesmanship talks that has come under our notice for some time is the following from a wide-awake head of a wholesale grocery house:

"Do you realize the difference between a real downright successful salesman and one who barely gets by—the one whose results the boss scrutinizes at the end of each month with much disappointment and disgust, but who has a passably good month just often enough to cause the feeling, 'O, well, maybe he'll do better next month?' Well, here it is—

"The successful salesman is the one

who knows more about the retailer's needs than he, the one who can tell him, not in an abrupt obnoxious way, understand, but in a nice but constructive way, just how much of an article he bought from you in the past. If it be futures you are trying to sell him be in a position when the buyer says, 'O, I don't believe I want any. I didn't sell any hardly all last year,' to say to him, 'O, Mr. Blank, you are mistaken. I sold you so and so last year and it's all gone now. You certainly can use so and so this season (naming a proper quantity). Nine times out of ten, if you handle him right, he will say, 'All right, put it down.'

"Be in a position to talk intelligently to him about the market conditions. Read the market reports in your daily paper and bulletins and be able to tell him something new. He depends upon salesmen for his market postings the same as we depend upon brokers for ours, and the fellow who is most profuse and whose postings are the most dependable is the fellow who wins that buyer's greatest favor and admiration, and consequently his profitable business."

"Not only does this appeal to the buyer from a point of knowledge of his past purchases, and thus the business he has done on certain lines, and the most of them do not know that, but it appeals to them from a point of having some one to do that for them. Especially if that one does it in a confidence-inspiring and confident way. The man, in other words, who as I previously said, comes the nearest doing for the buyer that which the average salesman considers to be his (the buyer's) duty namely look around, tell him he is short on this or that."

Petoskey—A modern 600 room fire-proof hotel and a large garage will be erected on the Clark's Tavern property, by Jacob Cohn and Harry Schweit, of Chicago, who recently purchased the property. Work on the structure is to begin early in April.

Fremont—George Stark, dealer in general merchandise at Sitka, 10 miles southwest of Fremont, died at Gerber Memorial hospital from injuries he received when he was run down by a hearse here.

Good manners and soft words have brought many a difficult thing to pass. John Vanbrugh.

## SHOE RETAILERS! MAIL THIS COUPON TODAY

Herold-Bertsch Shoe Co.,  
Shoe Manufacturers,  
Grand Rapids, Michigan.

Gentlemen:

Please send me without obligation full details of your new plan for selling a short line of work and dress shoes.

We understand you claim greater profits, cleaner stocks and faster turnover for your plan.

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## FINANCIAL

### Big Crop Is Promised To Cotton Growers.

A high official of one of the country's largest houses interested in the distribution of cotton goods said several things in a conversation at his club a day or two ago that reveal something of the condition of the industry and something of its present problems.

"We have hung up several new high records in sales recently," he said, "and I think you will find that most of the large distributors would agree with me that business in cotton goods finally is turning upward. Improvement has been smart for several weeks. Not only have yardage sales climbed to new high volumes in numerous instances but the increase in activities appears to result from a demand that comes from buyers in various sections of the country."

A canvass of the situation makes one recognize that new hope is springing up in the heart of an industry that has been long depressed, although nobody perhaps would emerge from such a study with the conviction that a long-sustained boom is in sight. The cotton goods industry has had many problems to face, but not the least in importance is one that many of our industries have been confronting.

It is the excessive mill capacity that was built up during the war. The country has enough mills to supply an abnormal demand, but in present circumstances the cry for cotton goods does not reveal any abnormal need. Revival of the cotton industry gradually will come. That any marked improvement must be preceded by certain adjustments in prices and further gains in general business activities perhaps goes without saying, but the recent interest in goods will give encouragement.

When asked whether he expected his sales charts to continue their upward trend during the autumn this prominent representative of the industry said:

"My biggest worry at the moment is the forthcoming Government crop report. Dealers over the country look for a reduction in the estimated yield. The general expectation is for a crop of about 13,600,000 bales. While a real demand for goods is developing we recognize that much of the present buying is on the fear that a reduced supply of the raw commodity will force prices higher. Our business is very sensitive to the crop reports. If buyers think that the crop will be small they buy heavily. If they think it will be large they hold off."

Certainly the mid-September estimate that was published by the Government yesterday came as a surprise to the cotton world. That we would have a crop of 13,931,000 bales the official estimate was not thought in many quarters. The price of cotton broke sharply on the news.

That cotton growers are expecting a yield substantially larger even than that of last year unquestionably means that agriculture in the South may have another bountiful year. Just what immediate effect the figures will have on the buying movement in cotton goods

is not so clear. Certainly dealers in cotton goods will welcome the day when we learn better how to judge the size of our crops and can be relieved of these fortnightly surprises.

Paul Willard Garrett.

[Copyrighted, 1925.]

### Power and Light Industry Headed for New Record.

Another year of record-breaking achievement is in the making for the power and light industry, judging from the results obtained during the first six months. Demand for electric energy for industry and domestic purposes in that period reached unprecedented heights and necessitated an increase of 8.4 per cent. in production of power plants over the corresponding six months of 1924.

Total energy generated during the period, according to figures compiled by the Electrical World, rose to 29,104,105,000 kilowatt hours, contrasted with 25,837,908,000 kilowatt hours in that half of 1924, and 25,179,676,000 kilowatt hours in the same period of 1923.

Statistics on electric energy generated by operating companies form the most reliable barometer of progress in the industry, but nevertheless must be considered with more than the usual care, since the industry serves three classes of consumers under entirely different rate scales.

It is quite possible, and this was adequately demonstrated during the severe industrial depression of 1921, for the power industry to reflect a material curtailment of demand and yet to report an increase in gross revenue. Therefore it is essential, if a true picture is to be had, to obtain the distribution of output among those three classes of consumers, namely domestic lighting, commercial lighting and industrial power.

All sections of the country, the figures indicate, called for more energy than ever before. The largest gains over last year, however, were realized in the sections having the greatest population. This trend naturally reflected the vast construction of residential and commercial buildings during the previous year, a very extensive proportion of which did not reflect in the load of the central station companies until the latter part of last year and in a great measure until the first half of the current year.

Some authorities, the trade journal finds, are of the opinion that residential building is now in excess of actual housing requirements. If this proves true, then it is altogether probable that the new residential load to be added to central station lines in the current half of the year and during the spring of 1926 will run below that of the six months ended June 30 last.

Much has been said of the unfavorable outlook for general business in New England districts, but despite this electric light and power companies are disposing of 12.2 per cent. more electric energy this year than last year and 9.7 per cent. more than in 1923.

Such a trend would question whether the indicated industrial depression there at present is not rather more imaginative than real—the aftermath of the slump which power production

## The Same Service For All Estates

THE same type of service to assist you in solving the problem of your family's future and its enjoyment of your estate will be cheerfully rendered whether your estate amounts to a few thousand dollars or a million dollars.

Our Trust Department is organized for the purpose of caring for large and small estates in the same efficient way.

Whatever your problem, a consultation with one of our officers would prove helpful.

**GRAND RAPIDS TRUST COMPANY**

GRAND RAPIDS, MICHIGAN

## "People of Moderate Means"

Who are they? How best described? Perhaps by calling them PEOPLE WHO CANNOT AFFORD TO LOSE.

Are they buying securities? They are tempted to buy those promising an uncommonly large return. BEWARE! They should be quite sure what is the prevailing ordinary return,—and that they are dealing with people on whose judgment, advice and honor they can rely with a large degree of confidence.

It is a sad fact that "people of moderate means," who doubtless always feel they need the highest obtainable return, should be the most cautious of all investors,—should have the very best advice.

It is a great mistake to assume that the service to them by such a concern as this, costs too much, or begins only with someone's death.

**THE  
MICHIGAN TRUST  
COMPANY**

Grand Rapids.

The Oldest in Michigan.

Organized in 1889.



figures show actually occurred in 1924. Whatever the condition of general business in the district may be, however, it is evident that the central station industry there is moving forward in a distinctly encouraging manner.

[Copyrighted, 1925.]

#### Americans Should Be Neutral.

Grandville, Sept. 29—"Man's inhumanity to man makes countless thousands mourn."

How true that expression is we find demonstrated every day of our lives. If it is not one thing it is another, as note the late volunteering of American air men to aid France in destroying the Moroccan Riffs.

It grieves the President to find many of his countrymen breaking the law to aid in destroying a handful of half savage people who are not in conflict with our people, and with whom we have no quarrel.

Is it any wonder that wars are incited by such despicable means?

American aviators ought to be in better business than selling themselves to a foreign country in such manner.

Again does the State Department come to the front in a protest against this breaking of neutrality laws.

Does anyone imagine for a moment that were these simple people, the Riffs, Englishmen there would be American interference?

Obviously not. It makes a difference whose ox is gored, a fact that is demonstrated every day of our lives.

Right wrongs no man. The Riffs have the same right to remain unmolested by disinterested nations as England would have under like circumstances.

Believing it wholly safe these Yankee aviators offer their services to a great, civilized nation in its warfare on a small native people in Northern Africa. The wrong is as great as it would be to enter into a struggle between Christian nations. Our neutrality ought to protect the small powers as well as the large ones from this unfairness.

American love of fair play certainly cries out against the bombing of another people be they ever so humble, and we believe the President is justified in the stand he has taken.

Certainly there can be no expectation of American interference if, in case these adventuring airmen fall n- to Riff hands, they are put to death without mercy.

Again Secretary Kellogg shows his understanding of public probity by warning these American airmen that they can expect no aid from the United States when they fall into Riff hands. This country will defend its citizens to the last extremity when they are on tenable ground, but not when they make guerrilla warfare on a nation with which we are on terms of amity as is the case with the Riffs.

Americans should let France and Spain do their own dirty work of wiping out a small people, and Americans who interfere in their behalf are no whit better than the holdup man who robs a bank.

The American aviators now informed must either abandon their participation in the war on Riffs or accept the responsibility and punishment for it.

"Oh," says one, "they are nothing but savages anyhow."

Even if this were true which is by no means a fact, where does the right of American Christians come in to attack them mercilessly?

Some young women walking along the street of a not far away village encountered several boys with air guns and a searchlight shooting birds from their roosts, taking delight in watching the dying struggles of their victims on the ground. Cruel sport remarked one.

"Oh, they're nothing but sparrows," remarked another.

The spirit that justifies bloodthirsty

bombing of a small people because they are "nothing but savages" delights in slaughtering birds because they are nothing but sparrows. Holy writ recognizes the sparrow as a part of God's creation, and it may be that the Riffs are quite as much a part of the great creation as are the birds.

Contemptuous treatment of those not thought to be quite on a par with civilized man may in the long run come home to roost.

We need a few more Abraham Lincolns in this day and age. Birds, bugs and people alike had the sympathy and friendship of that immortal man.

No doubt our state department will come in for a rakeover because it has warned Americans to keep hands off of foreign affairs which concern us not at all, save that we may have sympathy for the under dog in the fight.

This aid given to France and Spain by representatives of the most powerful nation in the world may be likened unto an angry man who has discovered a sparrow's nest under his barn eaves, tears down the nest and tramples the young birds to death beneath his feet. A sort of retributive justice on the birds for having the misfortune to be born sparrows, and in the State of Michigan at that.

It is plain that the vindictiveness that vents its spite on small birds, and defends the war on Riffs, is a natural proclivity among men, which as long as it exists will preclude any hope for permanent peace in this world of ours.

How American aviators derive satisfaction in making war on a comparatively helpless people, savages though they may be, is past understanding. However, now that the United States has washed its hands of any participation in the affair there is hope that our men over there will gracefully withdraw from further participation in the war. Old Timer.

#### What Good Roads Have Done.

Since motor cars came into general use for long distance trips, and highways through all sections of the State were improved, a class of lands that the owners did not think worth the taxes after the timber was cut has attained a value that is still advancing by leaps and bounds. Official State reports verify this statement. It is lands surrounding many scores of the inland lakes in the Northern counties of the Lower Peninsula.

Desirable locations for summer homes is the reason. A Lansing citizen relates that not quite twenty years ago he purchased at a State sale delinquent taxes about 400 acres in the Oscoda district, which has a lake frontage of between two and three miles, for 50 cents an acre. The owners did not think it had any value after they cut the timber. The lake is accessible to motor cars over an improved trunk line and now, without any advertising, four rod frontage lots are selling at around \$500. And, it is officially reported to be by no means an exceptional case. Realizing the value motor cars and good roads are creating for this kind of tax lands the State is no longer selling any, but the prospective value of such lands that were sold by the State, at a nominal price, before sales were stopped, is estimated in the millions.

He who believes in nothing is less remote from the truth than he who believes in what is wrong.—Thomas Jefferson.

The most brilliant people seldom cast reflections on others.

## YOUR BANK

**T**HE Old National Bank has a record of 72 years of sound and fair dealing with its depositors and with the community of which it is a part. Its facilities are available to you in all fields of progressive banking—Commercial Accounts, Securities, Safe Deposit Boxes, Savings Accounts, Foreign Exchange, Letters of Credit, Steamship Tickets.

**The OLD NATIONAL BANK**  
GRAND RAPIDS

## Grand Rapids National Bank

The convenient bank for out of town people. Located on Campau Square at the very center of the city. Handy to the street cars—the interurbans—the hotels—the shopping district.

On account of our location—our large transit facilities—our safe deposit vaults and our complete service covering the entire field of banking, our institution must be the ultimate choice of out of town bankers and individuals.

Combined Capital, Surplus and Undivided Profits over

**\$1,500,000**

**GRAND RAPIDS NATIONAL BANK**  
GRAND RAPIDS, MICH.

## Kent State Bank

**"The Home for Savings"**

With Capital and Surplus of nearly Two Million Dollars and resources exceeding Twenty-Two Million Dollars; invites your banking business in any of its departments, assuring you of Safety as well as courteous treatment.

## THE CITY NATIONAL BANK

OF LANSING, MICH.

*Our Collection and Bill of Lading Service is satisfactory*  
*Capital, Surplus and Undivided Profits over \$750,000*

**"OLDEST BANK IN LANSING"**

**5%** paid on Certificates in force three months. Secured by first mortgage on Grand Rapids homes.

**GRAND RAPIDS MUTUAL BUILDING and LOAN ASSOCIATION**

A Mutual Savings Society

**GROUND FLOOR BUILDING and LOAN BUILDING**

Paid in Capital and Surplus \$7,500,000.00



**Do You Want To Make a Million?**

Want to make a million over-night? "Just produce a perfumed gladiolus or dahlia," says William J. Lemmer, gladiolus grower.

He adds, however, that thousands of botanists for decades have been trying to do that very thing. None has succeeded. Flowers are like birds in this respect. The gaily plumed tropical birds for whose wings hunters risk much have not been gifted with the happy song of the warbler, tiny member of the great bird family. That rarest of songs from the throat of the hermit thrush, heard only in isolated places, belies the ordinary appearance of the singer. "It is the same with flowers," Mr. Lemmer says. "The humble violet gives forth a wonderful perfume. The tiny blossoming heliotrope has a fairly stifling scent, but from the great show dahlia or the gorgeous gladiolus there is no hint of perfume.

"Of course, it's nature's way of doing things. A matter of attracting bees, I suppose," ventures Lemmer. "Mr. Burbank knows all about these things. I'm no scientist. But it stands to reason that bees probably wouldn't see the violet or the heliotrope were it not for their perfume. So nature gives these flowers their sweet smelling qualities. Well supplied in size and color, the dahlias and gladioli have not been gifted by nature with perfume. The bees can see them and, by visiting from plant to plant, distribute pollen, thus arranging for reproduction which after all is nature's plan.

"But should anyone put the scent of the heliotrope, the violet, the rose into the dahlia or the gladiolus, a million dollars would be easy. Probably it never can be done, but growers like myself keep on trying just the same. It is another feature that adds to the fascination of the game."—Detroit News.

**Buy Both Bonds and Stocks.**

Should I buy stocks or bonds?

The answer is simple if one believes what one has been taught. If you are an investor stick scrupulously to bonds, the theory runs, but if you are a speculator you may dabble in stocks.

Edgar L. Smith's little book, "Common Stocks as Long-Term Investments," by taking the position that common stocks in the past actually have proved as safe or safer than bonds if held over a period, started some serious study of a theory that heretofore had been accepted without question. Now comes another expression of opinion on the same general topic by A. Vere Shaw of Cudders, Stevens & Clark.

In an address at the twelfth annual National Business Conference Mr. Shaw yesterday illustrated how bonds of the highest order often fail to preserve purchasing power, as follows:

"In the year 1913 a certain man who prided himself on his conservatism invested all his capital, \$100,000, in high-grade long-term bonds. His income was approximately \$5,000. Seven years later, in 1920, his income was still \$5,000, and the face value of his capital still \$100,000. But in the purchasing power of his \$5,000 a year there was a

vast difference. When he tried to spread his income over his living, he found that things cost more than double what they did in 1913. In actual purchasing power of 1913 dollars his income had shrunk to less than \$2,500. Through increased commodity prices, that is, 'the high cost of living,' his dollars had become half dollars, and by the same token he had lost half the real value of his principal."

The point that Mr. Shaw makes is, of course, that however well bonds may have assured his man of \$5,000 yearly income, no sort of an investment could assure the investor of 1913 that \$5,000 would do for him in future years what it would do at the time the investment was made. It so happened that a drastic upturn in commodities by 1920 had cut his purchasing power into halves. Many of the things that then were making bonds less valuable were adding value to stocks.

Similarly, slumps in business restore vigor to the dollar, so that the bondholder with his fixed-dollar-income finds himself in better position than the stockholder whose dividends have been reduced or passed.

The point that this authority makes is that neither stocks nor bonds alone give such a bulwark of protection as is assured by the proper combination of the two classes of securities. Each class of security "discloses a strength which at exactly the right season bolsters up a weakness in the other. Could any arrangement be happier? The result is that the purchasing power of an income from stocks contracts, and vice versa. Stocks represent the growth and development of industry, the prosperity of the country. Bonds bridge the depressions of industry, temper its hardships. Stocks vitalize, bonds stabilize an investment fund. Both are essential to safety."

Paul Willard Garrett.  
[Copyrighted, 1925.]

**Fittings For Cases Are Scarce.**

Due to the present scarcity of celluloid fittings, termed by the trade shell and amber when those materials are simulated, many deliveries of fitted cases for men and women are held up, and it was said yesterday that there was a possibility of a shortage of these articles for the Christmas season. The fittings include such things as combs, hairbrushes, mirrors, buffers, nail files, shoe horns, soap dishes, toothbrush holders, etc., and their scarcity is due to the lack of celluloid with which to make the parts of them that are manufactured of that substance. This, it was said yesterday, was due to the backwardness of retailers in placing orders earlier in the year, which made the manufacturers cautious in their buying. This left it up to the celluloid makers to "hold the bag," which they refused to do. The result is a paucity of seasoned celluloid and a scarcity of the fittings. In one case cited yesterday, deliveries of orders calling for 600 women's cases and 300 men's are already about six weeks overdue.

It's a poor rule that won't work both ways, and it's a poor clerk who won't be as ready to grant the boss favors as to ask them from him.

**FINNISH MUTUAL FIRE INSURANCE CO.  
CALUMET, MICHIGAN**

ORGANIZED IN 1889.

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**Fire Hazards in Public Buildings.**

Fires that have occurred in recent years in schools, hospitals and other public institutions, causing the death of many who were powerless to help themselves, lend interest to a bulletin issued by the United States Chamber of Commerce recently. It is entitled "Fire Prevention in Public Institutions," and is intended especially to help local fire prevention committees, in the activities of which agents take a large and active share. The article is devoted to a discussion of the hazards, corrective safety measures, protective facilities, safety of occupants and special features of this class of risks. Copies may be had from the United States Chamber of Commerce but a statistical part, usually dry reading, presents some figures that show the great problem presented by fires in public institutions and the importance of combating them. It is:

"One of the important activities which a fire prevention committee of a chamber of commerce may undertake is an investigation of conditions in local public buildings. Statistics show that there are fires in five schools, five churches and one hospital every day, which, when coupled with those in hotels, theaters and other classes of buildings frequented by the public, result in losses of startling proportions. The seriousness of neglecting buildings of this character is emphasized by the fact that during 1924 five hundred ninety-nine public institutions in the United States sustained fire damage of more than \$10,000 each. These fires represented approximately 10.3 per cent. of the Nation's fire waste for the year, according to records compiled by Fire and Water Engineering.

"Loss of life is the greatest toll exacted for carelessness and it is in public buildings that many of our great disasters occur. Such calamities usually command nation-wide attention for a day, but for the most part public institution fires are quickly forgotten.

"It is a fair estimate that during an average of five hours each day for 200 days in the year there are 25,000,000 children housed in the schools of the United States. No fundamental educational problem is greater than the safety of these children. Attendance at school is compulsory by law. The significance of this was expressed as follows by the Industrial Commission of one state:

"There are only two classes of buildings where attendance is involuntary—schools and jails. If the house or flat in which you live is a fire-trap, you are at liberty to move out. If you believe that a certain hotel or theater is unsafe, you need not patronize it. But if your school is in daily danger of becoming a fiery furnace—the law compels your children to attend just the same.

"It is also estimated that there are more than 1,000,000 sick, aged, blind, crippled, insane, orphaned and otherwise unfortunate or defective persons in more than 10,000 institutions of the United States. They remain in these buildings every day of the year and consequently their personal safety is

dependent to a considerable degree upon the steps taken to make the structures safe for occupancy."

**Fire Cost \$1,044 a Minute.**

America's bill for fire waste last year 1924 was \$1,044 a minute, an annual loss of \$548,000,000, exceeding all previous high records. These are the figures of the Actuarial Bureau of the National Board of Fire Underwriters quoted in a bulletin issued by the Insurance Department of the Chamber of Commerce of the United States and the National Fire Waste Council.

The total amount of property destroyed during the year was equivalent to more than half the annual interests on the National debt.

Much of the enormous loss is preventable waste. "Although the fire loss of the United States continues to mount," says the bulletin, "it is not necessarily an indication that they cannot be reduced. The experience of the 1924 Inter-Chamber Fire Waste Contest shows that losses in the reporting cities were reduced to the extent of \$4,000,000 over their average for the preceding five years coincident with the activities undertaken by local fire prevention committees. The per capita loss in these communities was \$3.10 as compared with the national average of approximately \$5.

"What has been done in some cities might well be duplicated in others through energetic fire prevention programs carried on under the auspices of local chambers of commerce and similar organizations. Although fire waste is a national problem, it can only be solved through the combined endeavor of all communities."

**Dollars and Sense.**

Fire losses in the United States amount each year to more than half a billion dollars, although most of this waste is preventable.

And the toll does not stop there—15,000 persons are burned to death annually and 17,000 are injured by fire.

Fire destruction affects taxes and insurance rates.

These items are recovered and charged to the public by all producers and merchants, in their "overhead."

Consequently, the tremendous size of our National ash-heap has much to do with the "high cost of living"—we all share the burden.

Fires occur, usually, because of the misuse of hazardous materials, although many blazes are set by incendiaries.

Fire insurance is the "backlog of business," "the balance-wheel of commerce;" it promotes thrift, safeguards industry, and protects credits.

Without fire insurance, commerce in its modern proportions would be impossible.

Our great cities could never have been built without the safeguard of insurance.

The assurance of protection produces psychologically, a peace of mind that has a constructive influence upon public welfare and progress.

Some married couples are so quarrelsome that they dare not sit near the open window for fear of falling out.

**SAFETY                      SAVING                      SERVICE**  
**CLASS MUTUAL INSURANCE AGENCY**

"The Agency of Personal Service"

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**OUR FIRE INSURANCE**  
**POLICIES ARE CONCURRENT**

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The Net Cost is **30% Less**

**Michigan Bankers and Merchants Mutual Fire Insurance Co.**  
 of Fremont, Michigan

**WILLIAM N. SENF, SECRETARY-TREASURER**



## WOMAN'S WORLD

### Putting Across the Uplifting Idea.

Written for the Tradesman.

You Tradesman readers are superior people, far above average humanity in morals, intelligence and force. With unerring eyes you see vice and degradation where you would like to see clean morals; you are forced to look upon ignorance with all its sad consequences where there should be knowledge and its beneficent application; and about you there is much of ugliness where there might be beauty.

You know all this should be corrected, and doubtless you have excellent uplifting ideas. How are you trying to put these ideas across to the fellows who need them?

No matter how absurd an established habit or custom may be it is a stiff proposition to change it. People naturally resent being reformed and uplifted, and are fearful of perfectly innocent innovations. Does one try to start something new in any field, he is sure to encounter opposition.

When the braiding of straw into hats had its beginning, there were gloomy souls who predicted that a famine would result. Conservatism has not lost its stupidity and pig-headedness in the years between the first straw hats and the present time.

The typical reformer always has been a person with one clear idea for the benefit of his kind but with scant understanding of human nature. Ridicule, scorn, and even persecution have been his portion; while, as a rule, his precious thought with all its potential benefit for the race, has for a long time gained few adherents and made slow headway.

A dread of being classed as reformers holds many of us back from doing the good we might do in helping crush out specific evils, or in raising those about us to a higher plane of thought and action. We think of that man down East who got rich just by minding his own business, and we selfishly remain in our shells.

A few examples of putting across a beneficial thought in a wiser way than by the usual method of main strength and awkwardness, may serve to help and encourage diffident amateur uplifters.

About thirty years ago, attracted there by the climate, Mr. Edwin H. Tomlinson went to Saint Petersburg, Florida, then a small town. Having advanced ideas about education, from his own pocket he supplied the means for putting manual training into the public schools of the place, some years before this possibly could have been done by tax money. He also purchased instruments so that the high school had its own orchestra.

Himself a veteran of the Civil War, Mr. Tomlinson's particular hobby was instilling patriotism into the minds and hearts of youth. Had he tried to do this by going to the schools and making long, prosy speeches, or by distributing tract literature bearing upon duty to one's country, he soon would have been voted a nuisance by teachers and pupils alike, and would have affected nothing. He used no such mistaken methods. Instead he proceeded adroitly and enlisted the co-operation

of superintendents and teachers, so that there soon was worked out a scheme of instruction that was beautiful, picturesque and appealing.

He began by presenting to the schools 200 small flags. Later on, at his own private expense, he provided uniforms, drums, guns, musical instruments, large flags for parade purposes, and a small well-mounted silk flag for every child in the schools. The teachers and pupils did the rest.

As a kind of annual culmination of education in patriotism, there was a grand celebration of Washington's Birthday. Elaborate and wonderfully artistic pageants were devised and carried out successfully. Washington's Birthday became the famous fete day of the Sunshine City. For eighteen years the unique celebration was kept up, being dropped—very regretfully—only when the city had grown to such size that the preparation of the pageant placed too heavy a burden upon the schools.

Mr. Tomlinson himself considered the celebration only "the foam on the soda water," his purpose being the instilling of patriotism. I trust this still is going on in Saint Petersburg, in ways that are attractive and effectual, even though it was found best to discontinue the spectacular yearly pageant.

This is a case of the wise employment of money in helping to put across an uplifting idea. A considerable amount was used, but still not more than easily can be afforded by many possessed of fortunes that now are regarded as of only moderate size.

Another example of the intelligent use of money coupled with earnest effort, is found in the speaking contests of the W. C. T. U., with awards of silver, gold and diamond medals. This shrewd adaptation of the competitive principle to the teaching of temperance, has been, I think, one of the cleverest of the many methods adopted by that organization, and one that has done much to bring its doctrines into popular favor. For a long time the financial outlay for the medals was taken care of by the wealthy publisher of a fashion magazine, W. Jennings Demorest. He died some years ago, but the work continues. I understand the W. C. T. U. now provides the prizes from its own funds.

Money sometimes can be made to help mightily in uplift work, if only it can be rightly applied. But it is not to be regarded as the only factor or the main factor in any widely beneficial result. Perception, insight, enthusiasm, devotion—these are more essential. Whoever has these should not hold back for lack of means. A really good project should be able to enlist all the financial support that is needed.

Returning to our consideration of methods, as the reader well knows, during the last few years there has been almost no end of writing and lecturing on matters of health, and particularly on the reduction of overweight by diet and exercise. Now the eats, being strongly entrenched in preferences and prejudices, is a subject that needs to be handled judiciously.

One among many writers, whose name will occur readily to most of my readers, has attained outstanding prom-

inence through the simplicity and clearness of the tenets she advocates, coupled with a facetious way of putting things.

Although a fully qualified physician, she makes no claim to being one of the great research authorities as to food values. Her literary style is not above criticism and her humor appeals to the elementary rather than to the advanced type of mind. Some object to her "regularity"—that is they consider that she tries to inculcate a more implicit trust in the morale and efficiency of orthodox medical practice than the facts will justify. But she has gotten a lot of the over-plump sisters and some of the corpulent brothers to counting their calories and watching their weight, with resulting improvement as to looks and physical well-being.

And she has interested many mothers in the correct feeding of their babies and older children, and in looking after the health of their households. She has great tact and shows practical sense in not advocating measures that no one can be made to adopt.

In contrast to her concise and easily grasped teachings is the work of another well known writer on physical welfare. Some of this man's ideas are excellent. But after reading many of his interesting but rambling pages, containing much about foods that have had all the life refined out of them, one finds it hard to determine just what kind of a bill of fare would meet with his approval.

He insists that every one should earn his breakfast before eating it—that is, induce real hunger by real work before taking the morning meal. But unless it is some one convinced that he is headed straight for the cemetery, who is going to make such havoc with the established hours of business, mechanical occupations, and school, as to do much of any work before breakfast?

The promoters of the Better Babies movement have shown real brains and acumen—in fact, in some respects have put one over most other reformers. One feature of their system deserves special mention. In the scoring and weighing they have given people something tangible to work on. It is useless to try to put an abstraction across to the average mind, but almost any one can get hold of weighing and measuring.

Moreover, whether with or without design, the Better Babies people fixed up a scheme that induces the happy parents themselves to do most of the work and furnish most of the money for improving the youngsters. If you don't believe that one of these superior infants costs a tidy sum, ask the young father to show you the receipted—or possibly the unreceipted—bills.

In what has been said as to the use of right methods in uplift work, it is not intended to convey the idea that great evils can be uprooted by tact and gentleness alone. Any reformer worthy of the name must have courage and stamina. But it is well to remember that some wrongs are the result of blindness and mistakenness, not of depravity; and these should be dealt with accordingly. And in any case it is wisest to apply one's power

with the long end of the lever, and so far as is possible to work with and not against the great forces of human nature.

Ella M. Rogers.

### "Consider Her Ways and Be Wise"

That most useful of domestic fowl, the hen, is eulogized by the salesman-agers of two wholesale grocery houses in their bulletins issued during the past month. They make application of the qualities of the hen in their pleas for better salesmanship. The A. B. Jones Co., of Jonesboro, Ark., handles the subject as follows:

"Hard times mean nothing to the hen. She just keeps on digging worms and laying eggs, regardless of what the newspapers say about conditions.

"If the ground is hard, she scratches harder.

"If it's dry, she digs deeper.

"If she strikes a rock, she works around it.

"But always she digs up worms and turns them into hard shelled profits as well as tender broilers.

"Did you ever see a pessimistic hen? Did you ever know of one starving to death waiting for worms to dig themselves to the surface,

"Did you ever hear one cackle because times were hard?

"Not on your life. She saves her breath for digging and her cackles for eggs."

The Bement & Seitz Company, of Evansville, Ind., adds the following:

"Is the hen a darn fool in some ways? She has a mania for setting for weeks at a time on an old door knob or a china egg, trying to hatch out something, and she habitually puts on her nightie and goes to bed just when the fun begins; but outside of these eccentricities the hen is no dumbbell by a long ways.

"Even with her little peculiarities the hen is probably the most popular barnyard inhabitant to-day, and there is a good solid fundamental reason for this. The reason for the hen's popularity is that she is a specialist, is reliable, delivers the goods and doesn't bite off more than she can chew. She realizes some other birds are better equipped for singing, flying and displaying fine feathers than she is, so she doesn't compete with them in any way, but sticks to the business she knows best—manufacturing eggs—and consequently she has the world licked on her specialty.

"But the hen does not stop there. She not only delivers the goods, but she advertises and she advertises long, loud and continually. That is the reason for the hen's success, and the same principles will bring success to our brands. Always mention your brands. You are our cacklers."

### Willing To Take Second Place.

A Chicago firm advertising for a salesman, received a reply from a man who said that he was the greatest salesman in the world. They engaged him and gave him three lines of goods to sell anywhere in the West.

After he had been away a week, and they had received no orders, they were surprised to get a telegram saying:

"I am not the world's greatest salesman. I am the second best. The greatest salesman is the man who got you to buy these goods."



### How the Company Store Has Become an Institution.

Written for the Tradesman.

'Way back in 1905 I saw Colorado for the first time. Everything was strange and all was fascinatingly interesting on that "roof of the world." Undoubtedly the fact that all I saw gripped me shows why the units of company stores I chanced upon failed to impress me as I now know they should have done. But really I had a fair excuse, if you consider that I then saw snow capped mountains for the first time and that the store of the Colorado Fuel & Iron Co., in Pueblo, had to compete with Pike's Peak, Cheyenne Mountain, Williams' Canyon and "Cripple" for a share of my attention.

Now I have before me a folder labeled "Commissary: Advance Data of the Company Store Field," and I am amazed at what I find in it. Summarized, here are some facts:

"There are nearly 10,000 commissaries or company stores operating in America. They range all the way from department stores doing half a million or better to small cigar, candy or notion counters doing only one thousand a year gross.

'Some 3,000 stores serve the great lumber camps and around 4,000 are run for the coal miners. A fair figure for total sales of all company stores is \$1,030,000,000—over a billion dollars yearly. Operated on various plans, these stores sell everything carried by the typical department store. The ford store has a record of a quarter million pounds of meat in a single month.

"Many stores sell furniture and extend credit to employees. In the beginning many such stores were started by companies because no other source of supply was at hand; but they have now developed into regular merchandising enterprises, the managers of which are real merchants. Those men use all latest methods to get and hold trade; buy the latest kind and style of store fixtures; dress windows with care and fully developed skill; have the most advanced accounting methods.

"More important, perhaps, than all these factors are three outstanding advantages over most competitors.

"First, credit. Collections are sure because, so long as a man works for the company, bills can be deducted from his wages as a last resort. Also a proper limit can be placed on his total line of credit without raising delicate questions such as often militate against the application of this plan to private customers.

"Second, the company store usually is a local necessity. The town residents are largely compelled to buy there. Where this is no longer the case, the company store has been the first store in the town and enjoys the advantage of a well-established trade and known reputation to offset any novelty which attaches to newcomers.

"Third, company organizations are—perhaps strange to say—advertisers. They are persistent, intelligent advertisers. In this respect they leave their nearest emulators far in the rear in quantity and quality of their work."

There is another feature of advantage which these organizations enjoy

which is reflected in two experiences I had a few years ago.

In Douglas, Arizona, I dropped into the great department store of Phelps-Dodge & Co., the big copper mining organization and was surprised to be greeted most cordially by the manager. Not only did he recognize me by name at once, but he referred to the Tradesman, saying he read my stuff regularly in its columns. I may say, in passing, that such endorsements of my work are gratifying because I know them to be genuine. Those men are too seriously busy to have time to hand out apple sauce to anybody.

Thereupon, I told him that if I had suspected that anybody in Douglas knew me so well, I should have made advance arrangements for a merchants' meeting. Well, he jumped at the suggestion; said he would guarantee me a goodly gathering from his organization without notice if I would fix up a meeting for that same night. Further, he would stir up the Chamber of Commerce to get every other local merchant out who would come.

Now, no grass grew under my feet. I obtained a place to speak, borrowed a large blackboard for figure demonstrations and got the fullest co-operation from both the daily newspapers. They printed front page stuff for me. And with what results?

Well, all the fore portion of the hall was filled—front seat stuff—by the Phelps-Dodge men. But despite the fact that the Chamber of Commerce man had telephoned every merchant individually, not more than four or five independent merchants were present.

The Phelps-Dodge co-operation did not end there. Learning that I was due in Bisbee next day, the Douglas manager telephoned the Bisbee man to fix up a meeting for me there. This was held on the second floor of the Phelps-Dodge store building and was open to everybody. So far as I know, the crowd of seventy or more persons were all Phelps-Dodge connections.

To my mind this brings out the most outstanding advantage of all that is enjoyed by company store managers: that they keep an open mind and are ever ready to learn. They do not get hidebound. They nurse no special prejudices. They acquire no habit of mental strabismus. Their minds do not look outward with a squint. And when opportunity knocks—even when it only seems to knock and they are not sure the caller is the genuine article—they open. They are not afraid to take a chance on anyone who promises something beneficial.

Contrast this general attitude with the individual storekeeper who is too busy to attend gatherings outside business hours. Think of this as against the attitude of the individual man who, when suggestions are made to him, looks this gift horse in the mouth, suspicious that he may have glands. Such experiences have a decided tendency to make me echo the question recently propounded by John H. Meyer, "Are retail grocers worth saving?" At least this is true: Whether they are worth saving or not, they cannot be helped unless they are willing to help themselves just a trifle—negatively, if not positively.

But here is the final thought in this

connection: That this last advantage enjoyed by the company stores is open to all merchants. All men can be up and coming, can respond to offerings of ideas, thoughts and plans which are good for them just as fully, as promptly and—eventually—as intelligently as company managers. In other words, this advantage will remain with company stores only so long as individual merchants want to leave it to them but no longer.

Nor did Douglas and Bisbee stand alone as exemplars of this sudden indifference. In Memphis the crowd consisted of some fifty-six persons: fifty from the Piggly Wiggly organization; six from the remainder of the town. In Boise there were twenty-four men: eight salesmen, eight Skaggs employees, eight from the remainder of the town of 60,000.

An investigation in the bituminous coal regions revealed certain other strong points of company stores, thus:

1. Nationally advertised goods carried more extensively than by any of the individually owned district stores.
2. Charges that company stores profiteer are utterly unfounded.
3. Outsiders prefer to trade at company stores rather than with independents, because of wider range of choice, moderate prices and advanced merchandising methods.
4. Company stores carry better goods than independents.
5. Consequently, company stores withstand competition.

I shall welcome comment from any point.

Paul Findlay.

### The Tradesman's Opinion of the Doll House.

Two of the best town boomers I happen to know—C. R. Yeakey, the accommodating garage owner, and R. G. Mosher, the local publisher of Wayland, have insisted that I dine at the new Doll House in that village and give the readers of the Tradesman my opinion of the undertaking. I availed myself of the suggestion last Friday evening and was served a most delicious dinner on 15 minutes notice. The Doll House is conducted by Mrs. Eisenlohr and her daughter, Miss Leachman, who make a most remarkable combination—the mother as chef and the daughter to serve. They have erected an attractive building in the business section of the village and have created an atmosphere of comfort and satisfaction. They serve mainly steak dinners for \$1.25, including potatoes, salad, bread and butter, dessert and beverages. The steak portion is ample and the cooking superb. I do not know of any place in Michigan where a better meat portion can be obtained for the money. The dining room is a delight to the eye and the service is remarkably efficient. No aroma from the kitchen reaches the diner and everything is scrupulously clean.

If I were asked how the dinner could be improved, I would suggest doubling the potato portion and adding a small portion of soup to the dinner.

It is greatly to the credit of Wayland that the village can present so attractive a place to eat good food, well prepared and admirably served.

E. A. Stowe.

### I. Van Westenbrugge GRAND RAPIDS—MUSKEGON

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"The Wholesome Spread for Bread"

**CHEESE  
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**OTHER SPECIALTIES**

**Quality — Service — Co-operation**

**LIGHT FORGING NEVER**

**SLIP ICE TONGS AND**

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## H. T. Baldwin

1028 Fairmount Street, S.E.

**Grand Rapids, Mich.**

*In replying please mention this paper*

**You Make**

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**when you sell**

## "SUNSHINE" FLOUR

**Blended For Family Use**

**The Quality is Standard and the Price Reasonable**

**Genuine Buckwheat Flour  
Graham and Corn Meal**

**J. F. Eesley Milling Co.**

**The Sunshine Mills**

**PLAINWELL, MICHIGAN**

## Watson-Higgins Milling Co.

**GRAND RAPIDS, MICH.**

**NEW PERFECTION**

**The best all purpose flour.**

**RED ARROW**

**The best bread flour.**

Look for the Perfection label on Pancake flour, Graham flour, Granulated meal, Buckwheat flour and Poultry feeds.

**Western Michigan's Largest Feed Distributors.**



## DRY GOODS

**Michigan Retail Dry Goods Association.**  
**President—Geo. T. Bullen, Albion.**  
**First Vice-President—H. G. Wesener, Albion.**  
**Second Vice-President—F. E. Mills, Lansing.**  
**Secretary-Treasurer—H. J. Mulrine, Battle Creek.**  
**Manager—Jason E. Hammond, Lansing.**

### Group Meetings Already Decided Upon.

Lansing, Sept. 29—In our News Letter dated September 17, we commented regarding the plan of holding group meetings for the current year. Since then we have been on the long distance telephone talking with directors and members of local committees and have decided upon the following tentative plan for the Fall months.

The general plan has not changed from previous years. Meetings will begin with a 6 o'clock dinner, Eastern Standard (fast) time. Store owners, heads of departments and wives are invited. It is not considered desirable to invite the employees other than executives.

Mr. Bullen desires to hold only one meeting each week, as he wishes to be absent from his own store as little as possible. The day of the week selected in the following dates is Tuesday. The schedule is as follows:

Hastings—October 13.

Adrian—October 20.

Owosso—October 27.

Clare—November 3.

Pontiac—November 10.

These arrangements are subject to changes to meet local conditions. There is less liability in sending out notices of meeting if a uniform weekly day is decided upon. We want our members to take notice of these dates and plan to be present. We have reserved Saginaw and Kalamazoo for some group meetings after the holidays. Information regarding the speakers and the plan of the meetings will be furnished next week.

Jason E. Hammond,  
 Mgr. Mich. Retail Dry Goods Ass'n.

### Eight Leading Neckwear Colors.

Eight colors stand out this Fall in men's neckwear, according to Cheney Brothers. Occasionally these shades are used alone, but more often serve as back grounds for designs carried out in unusual and interesting color combinations. Decided emphasis, it is pointed out, is placed upon a new shade of lacquer, which is combined with gray and black. Beetroot continues to hold its own, and with the exploitation of the bracken shades tones that harmonize with them are favored. Briar, a rich golden brown, is very important and is closely followed by beige, which is softer, and "nigger brown," which is used in combination with other colors. Eucalyptus green is a new shade that is slated for popularity, although the firm remarks it must be chosen with discretion. Rouen blue, however, is generally satisfactory and is a leading shade for scarfs and matching handkerchiefs. A new shade of smoke gray is favorably considered as a neckwear color, usually as a background for lacquer and blue designs.

### Deny Wholesalers Are at Fault.

Members of the National Wholesale Dry Goods Association in all parts of the country challenge the contention of retailers that the wholesale trade has failed to provide stocks sufficiently large and well assorted to meet the needs of their customers. "Such an allegation," says a special supplement to the Association's current market

service letter, "was recently conveyed to the Association by a prominent factor who seemed to echo the retailers' sentiments, and who declared it was a 'characteristic complaint.' He suggested that the condition should be corrected. A survey just completed by the Association shows that wholesalers, almost without exception, are carrying their usual large stocks to meet customers' needs, regardless of the fact that hand-to-mouth buying by the retailer increases overhead substantially under present conditions."

### Corset Sales Show Increase.

Reports from manufacturers of corsets indicate a wider distribution of the merchandise this season than for some time, and as the weather grows cooler the demand for them at wholesale is expected to grow. Wearers of these articles, it was pointed out yesterday, were loath to don them while the weather was warm, but as the season advances and the use of Fall outer-garments becomes more general it is confidently expected that the consumer demand will exceed that of several seasons past. This expectation is based on two things. The first of these is the changing silhouette in outer garments, which calls for some shaping of the figure. The second is that many of the younger women have found that going without corsets has let their figures assume proportions, especially around the waistline, that are neither pleasing to them nor compatible with the new modes.

### Staple Notions Do Better.

The assertion that the life of the wholesale trade in notions is dependent primarily upon the novelty end of the business does not seem to be borne out by replies to enquiries made by a trade association. These answers indicate that, although sales of novelty merchandise play a very large part in the business done, staple items sell a bit more freely with most of the wholesalers than the fancier things. Opinions are sharply divided, however. In one case, for instance, an estimate of 80 per cent. for trade in staples was made, while in another novelties were said to make up 75 per cent. of the business. Even in cases where the concerns are located fairly close together, there is often a sharp difference in the estimates of the volume of business done on the two classes of goods.

### Color Question Still Open.

Although attempts are already being made to forecast the color trend in women's woolsens and silks for next Spring, there is still some uncertainty as to which color or colors will stand out for the Fall and Winter season. This is particularly true of woolen fabrics and more especially of coatings. Black has been selling well in the dressy types of coatings on the broken pile order, but beyond this the demand such as it is, has been distributed over many shades, with the wine and blue tones having a slight preference. The belief accordingly prevails that the season will yet bring forth one or a group of shades which will meet with such consumer favor as to be unmistakably singled out as the season's leader.

and he complained that the scattered purchasing necessary was very annoying. Another man told of his experience in buying from a well-known men's haberdashery store here. He said, time and time again, he had gone into this store, in which a friend of his is employed as a salesman, and found that he could not get a certain size in his underwear or shirt, a certain color in his hosiery or neckwear and so on. He is not hard to fit. The salesman apologized and said he could order the goods from another one of the firm's stores. The man, however, wanted immediate delivery and walked into a competing store nearby which seemed to have an assortment of the wanted goods on hand. The situation, as both of these men discussed it, is due to the stressing of turnover and light stocks above everything else. Carried too far, they asserted, it means the loss of much business for many retailers.

### Some Stores Losing Business.

A growing number of reports are being heard from consumers that they are unable to meet their needs in some of the stores they have been regularly patronizing. One man, for example, insists that it was necessary for him to go to six stores in order properly to outfit his boy for school. Heretofore, he said, he could have purchased all of the goods wanted in one store,

### Blanket Reorders Are Good.

A nice business in blankets is reported by manufacturers and jobbers in New York. Retailers have been moving their stocks of these goods

rather well this month, as they did also during the August sales. Many of the stores have used the coal strike and the expectation of a cold, severe Winter as sales promotion arguments. Wool mixed plaid blankets retailing from \$5 to \$9 per pair have stood out in the demand. Fancy robe blankets or fancy top blankets have also done well. These sell at a somewhat lower price range, the limits being from \$4 to \$5 each.

### Pearl Necklaces Are Featured.

In novelty popular-priced jewelry lines pearl bead necklaces are still an outstanding item. These are being offered in one, two and three strands, with the "baby" graduation the most popular. Indian bracelets have met with a growing demand. The wide types in gold, silver and antique finish are selling best. General lines of novelty ornaments are rather quiet. One variety featuring Oriental effects, however, was said yesterday to be attracting interest. These accessories are both plain and stone cut.

### REAL VALUE



Ask  
 Your  
 Jobber

**CRESCENT GARTER CO.**  
 515 Broadway, New York City



## "UTICA-KNIT" UNDERWEAR

*The Quickest On Your Shelves and the Quickest Off*

"Utica-Knit" lines require no pushing, the sales momentum is strong and fast and when a retailer turns this activity through his store, he finds it a lot easier to make money in knit underwear without constantly prodding the stocks with sharp prices in which there is no nourishment. The line is complete for Women, Men and Children and we are prepared to supply your wants as you want them.

FOR SALE IN WESTERN MICHIGAN ONLY BY

**Paul Steketee & Sons**

Wholesale Dry Goods

Grand Rapids, Mich.



### Trimmings in Millinery.

Something very new in millinery garnitures abroad is the pinornament made of a natural flower, with foliage and stem, coated with a metallic lotion. Tiny flowers, such as forget-me-nots, heliotropes and violets, are treated in the same manner, and form dainty little clusters and cabochons for coat and dress trimmings.

"In some cases," the forthcoming issue of the New Millinery Bulletin, official organ of the Retail Millinery Association of America, will say, "a touch of color is introduced by tinting the flower and foliage in realistic effects. Tiny rosebuds backed by leaves entirely gilded or silvered, make delightful pin trims for the tailored hat. The same applies to small sprays of foliage.

"Velvet dahlias, the size of a head of lettuce, are shown in exquisite blues and yellows for the decoration of the evening gown, being placed near the waist line. A miniature of the same flower, in the same coloring, is used for trimming the left shoulder. Giant begonias in fancy and realistic tones in panne velvet and crepe. They are also seen, in smaller sizes, in leather or enamel finish.

"Panne velvet peonies composed of countless tooth-edged petals are new and please by their wonderful coloring and shading. Shaded and ombre-striped taffeta flowers and with five or more sets of stamens shooting out from among the petals are featured among the choicest imported floral offerings. They are shown in a wide variety of realistic, as well as fancy, tones, and are sometimes accompanied by metallic or black enameled foliage.

"Flat flowers of pleated lame ribbon are clever substitutes for the popular cockade motif employed on street and semi-dress hats of velour, velvet and hatter's plush. They are made intensely interesting by the addition of gold stems and foliage and sometimes they are intricately beaded or spangled."

### Some Hosiery Prices Go Up.

Scattered advances in prices on several classes of hosiery show which way the wind is blowing in that branch of the knit goods trade. However, says the current news letter of the National Association of Hosiery and Underwear Manufacturers, it is noteworthy that higher prices are the exception rather than the rule, and it would be misleading to say that the whole market is tending upward. Selling agents of long experience, especially those handling lines which stand out as market leaders, feel that it would be a real mistake to mark up prices generally at this time, regardless of apparent justification from the viewpoint of supply and demand and certain angles of the raw material situation. It is being urged on the mills that present prices be maintained as long as possible.

### Belts of Gold Kid in Favor.

From present indications, belts of gold kid promise to be one of the biggest sellers of the season, and sales of them will probably be limited only by the scarcity of the material from which they are made. Not only is the

expensive imported gold kid very scarce here, but imitations of it that are made in this country are also hard to get in quantity. Belts of silver kid are also wanted, but the demand for them is not comparable with the demand for the others. Although most of the belts now selling are from three-fourths of an inch to an inch wide, odd widths are seen in some of the more unusual types. One of these, designed for wear with a bolero suit, is two and one-half to three inches in width and is so made that it is narrower in back than in front.

### Hair Net Orders Are Larger.

Dealers and importers of hair nets say the business placed thus far this year is ahead of last year at this time. They have been encouraged by what they describe as a "slow but sure" swing away from bobbed hair on the part of women. The entering wedge, it is pointed out, is the wearing of hair nets with evening attire. Meanwhile, however, a good demand is reported for nets to be worn over bobbed hair. Innovations in these consist of nets with closer meshes, which are more elastic and give better service. The volume business continues to be done in the double mesh net. Stocks of both jobbers and retailers are considered light.

### Good Reorders For Fall Hats.

With a good start of the Fall season in men's hats, satisfactory reorders are coming through to manufacturers. The chances are that the duplicate business will continue fairly steady, owing to the greater necessity of consumer replacement of both light colored hats and those having the so-called snap brim. Road salesmen are beginning to take the Spring lines on the road. In some instances an advance of about 5 per cent. has been made on the new lines. The expectation is that fancy bands will be popular next season and that the snap brim vogue will also be a factor of importance.

### Sports Sweaters Are Selling.

The new knitted garments for men's and boys' wear are taking well and a nice reorder business is developing, according to manufacturers in New York. In these novelties, the cricket sweaters in loud colors, blazer and "lumberjack" coats and the "crew" neck type of pullover are selling best. The patterns preferred feature a mixture of many blended colors in more or less harmonious mass. Young girls are also buying this type of sweater, but are said to prefer the plainer color combinations. A healthy interest is reported in shaker garments and more staple coats and pullovers.

### Fall Demand Still Restricted.

For the most part the demand for women's Fall ready-to-wear continues rather quiet. Wholesalers are slightly disappointed with the business done so far, but are buoyed up by the expectation that any slackness now will be more than made up during October. The coming of continued cool weather will supply the necessary stimulation for both consumers' and retailers' activity, in the judgment of the trade, as

the stores are credited with having but two to three weeks' supply of garments available. It is held doubtful if next week will provide any greater volume of business as it starts off with a religious holiday, during which nothing will be done in the market here.

### Trend Favors Double-Breasted.

While it is still somewhat early to figure the reaction of consumers to the Fall offerings at retail of men's suits, trade opinion here is that the double-breasted models are meeting with a good reception. Leading shops in many of the big cities are said to be featuring this style a little more than is usually the case. The belief is that the time is about ripe for consumers to turn to the double-breasted suit, which for some reason has not figured as prominently as the single type. The new browns are leading in the color range and their popularity is expected to have an influence on the preferred colors in other articles of men's apparel.

### Much Use of Velveteen.

Together with the marked vogue for velvet this Fall has come a much greater interest in and use of velveteen. The latter fabric is being extensively employed in girls' and children's garments, including regulation frocks, jumper frocks and coats. There is also a demand for the goods to be used for women's coats, in which case fur trimming is used to set off the luster of the fabric. The wine, blue and green colors in these goods.

## World's Largest Country Stores Use Store Papers

There is a country store in a 1200-population Ohio town doing a business of a million dollars a year that uses a store paper to get their message to the public.

Fred Andersen, The Miracle Merchant of Cozad, Nebr., doing \$325,000 in a town of 1086 uses a store paper as does Fred Mann another success with a big store in a small town.

You can, too, and at a price that your business can afford. There are many advantages in Store Paper advertising that we will be glad to discuss with you. Write us for details.

## MOSHER Sales-Service

Wayland

Michigan

For Quality, Price, and Style  
**WEINER CAP CO.**

**Grand Rapids, Mich.**

AMERICA'S FINEST STOCKINGS at

**ONE DOLLAR**

THE NATIONALLY FAMOUS

*Nightingale  
Hosiery*



We Believe These  
are the Finest and  
Longest-wearing  
Hose ever Made to  
Sell at this Low  
Price.

EVERY PAIR GUARANTEED  
TO GIVE COMPLETE SATISFACTION

**A. KROLIK & CO., INC.**  
Wholesale Dry Goods **Detroit**

Exclusive Distributors of Nightingale Hosiery for  
Michigan, Northern Ohio and Northern Indiana



## RETAIL GROCER

### "Real Friends of the Retail Grocer?"

Kalamazoo, Sept. 26—Under the above heading, there appeared in your issue of Sept. 16, an advertisement containing resolutions commending The Best Foods, Inc., for its attitude in regard to premiums.

Now every manufacturer knows, and every individual should know, that it requires advertising to market any product, no matter how good it may be. The question as to the way in which this shall be done rests with the manufacturer, whether he wishes to use newspaper space, billboards or premium deals. Because of the fact that all goods have to be advertised and that every manufacturer sets aside a certain amount for publicity, it does not follow, as a consequence, that the goods have been forced to sacrifice quality in order to offer premiums. It is true that if it were not necessary to advertise, that goods could be sold at a reduction in the cost, and the consumer be benefited thereby.

However, it appears to me that this combination of the Best Foods was a little premature, as the Grand Rapids Press of Sept. 14 bears a full page advertisement in which the Best Foods offer a 5c refund for each parchment wrapper returned to the grocer, or it may be used as a medium of exchange at "hardware stores, drug stores, jewelry stores and department stores." No further use for the buffalo nickel. If there is any difference or advantage, it is in favor of the premium deal.

Now, while the Best Foods have never offered premiums heretofore in order to advertise their product, they have been only too glad to have their jobbers do it out of their own pocket-book, while they kept their full margin intact. In other words, "George footed the advertising bill." Don't get the idea that the Best Foods is opposing the premium deal out of the largeness of their heart toward the grocer, but in order to retain largeness of purse.

Let's examine their friendship for the retailer as I happen to know it: Quoting from the advertisement, "Nothing is free unless you can obtain it for the mere asking without conditions." What does this mean? Does it mean that the independent grocer has been negligent in asking for a lower price on his supply of Nucoa in order that he might be on a fair competitive basis with the A. & P. Tea Co.? If your statement is correct that I have quoted, then the A. & P. Tea Co. s among those who are really getting something free, for in the summer of 1924 C. B. McCord, factory representative for Michigan, made a deal with the A. & P. Tea Co. whereby they got Nucoa at 2½c less per pound than the independent grocer and also got the same service. Wonderful friends of the retailer!

At that time, and for about four years previous, I was in the employ of H. P. Buzzell, Nucoa wholesaler in Kalamazoo, and therefore know the facts. When I made objection to McCord, I was told that the "chain store was the coming store and that they (the Best Foods) were "progressive merchandisers." They felt that they had the independent dealer sewed up tight, and that now by giving something free they had gotten the A. & P. Tea Co.

Now, why should the retailer who has helped to establish the trade of Nucoa be forced to pay a premium over the A. & P. Tea Co., an organization that pushes its own brand of goods whenever possible? Simply because they do not demand that they receive the same treatment as the chain store. When the Best Foods and all other manufacturers are made to see that such discrimination will not be tolerated by the independent grocer,

then there will be a decided change, and not until then.

It is time that the independent grocer woke up and organized for fair treatment or he will find his grocery business betrayed into the hands of the chain store by unscrupulous manufacturers. C. L. Magee.

### What Makes Quality in Meat?

Twenty-nine state agricultural experiment stations are now ready to begin work on a National co-operative experimental programme seeking a solution of the difficult problem of what makes quality and palatability in our meats. This announcement was contained in a statement by Dean F. B. Mumford, University of Missouri, to members of the National Livestock and Meat Board. This statement continues that no one experiment station will attempt a solution of the whole problem, but that each will engage in some phase in which it is particularly interested.

Subjects for investigation include feeding, breeding, methods of slaughtering and curing, methods of cooking, and many others. First, however, it will be necessary to definitely establish what quality and palatability really are. This is one of the greatest difficulties facing the experimenters, for at the present time there is no standard of measurement of quality and palatability in meats.

"This is a co-operative investigation, not for the purpose of proving anybody's theories or opinions, but to find out the facts," said Dean Mumford. "It is a great fact-finding enterprise."

He pointed out that the study has had the approval of every research agency that usually approves such projects, from producer to consumer—the National Livestock and Meat Board, agricultural colleges, the U. S. Department of Agriculture, the American Society of Animal Production, and the directors of Experiment stations. The directors have selected four questions which they deem of sufficient importance for national research and one of these questions is "factors influencing the quality and palatability of meat."

### One Parrot Less.

An old lady kept a parrot which was always swearing. She could keep up with this until Saturday, but on Sunday she kept a cover over the cage—removing it on Monday morning. This prevented the parrot from swearing on Sunday.

One Monday afternoon she saw her minister coming toward the house; so she again placed the cover over the cage. As the reverend gentleman was about to step into the parlor, the parrot remarked:

"This has been a damn short week."

### An Apple or a Peach.

Speaking of evolution, you have perhaps noticed that whereas the first man blamed an apple for his downfall, the modern alibi is now a peach.

Grand Ledge—John D. Barnes succeeds Bennett & Pence in the grocery business.

Hastings—Wood Bros. succeeds Wesley Andrews in the grocery business.

## RED STAR

THERE is pride in selling to the housewife; she is known for her insistence on quality. When she buys RED STAR Flour, we know that this flour is keeping company with other high quality products used in the home. And RED STAR easily holds its place.

**JUDSON GROCER COMPANY**  
GRAND RAPIDS, MICHIGAN

**BLUE GRASS MILK**

**BLUE GRASS BUTTER**

**WORCESTER SALT**

**KENT CLUB COFFEE**

**TEA, SPICES, ETC.**

**GOOD LUCK and DELICIA OLEO.**

**THRU COMMUNITY GROCERS ONLY**

**KENT STORAGE COMPANY**

GRAND RAPIDS ~ LANSING ~ BATTLE CREEK  
Wholesale Grocers  
General Warehousing and Distributing

## THE REGULAR PURCHASE

Fleischmann's Yeast brings customers into your store regularly and gives you an opportunity to sell other things as well.

These regular customers are yours for the asking. Suggest Fleischmann's Yeast to chance customers and turn them into steady buyers of everything you sell.

**FLEISCHMANN'S YEAST**  
**The Fleischmann Company**  
**SERVICE**





## MEAT DEALER

### Meat Eating Prolongs Life.

If you want to stay young longer, lengthen your span of life, and have plenty of pep and vigor, eat meat and have other animal protein such as eggs and dairy products. This is the advice of James Rollin Slonaker, Professor of Physiology at Stanford University, Calif., who spoke at Topeka, Kan., recently at the Meat Congress, a feature of the Kansas State Free Fair. Meat eaters also will show more initiative, Professor Slonaker stated, while races practicing vegetarianism will become extinct in the third generation.

"These conclusions were reached," he pointed out, "after 24 years of experimentation. Rats were used in the experiments because rats and human beings both are omnivorous mammals exhibiting a similar sort of physiology and living according to the same physiological laws. Both have the same type of digestive system, prefer the same type of food, and are governed by the same chemical laws. For these reasons, the results obtained with rats are applicable to human being as well.

"We found in our investigations with several hundred Albino rats that a restricted diet, that is, a diet containing vegetables but no meat, greatly reduced the powers of reproduction," said Dr. Slonaker. "In fact, this increased as time progressed, and by the third generation the race of restricted feeders was entirely extinct. A marked increase in cannibalism was noted among the restricted feeders, this being evidence of the natural need for meat."

The speaker explained that the rats were divided into two groups. One group was subjected to a strictly vegetable diet and the other was fed the vegetables supplemented by animal protein, principally meat. Aside from the differences recorded as to the ability to bear young, and cannibalistic tendencies, it was also shown, according to Dr. Slonaker, that the rats placed on a restricted diet were considerably below normal weight. The maximum weight of males was 35 per cent. below normal and that of the females 25 to 28 per cent. below normal. The young of restricted feeders were below weight at birth, the males 18 per cent. and the females 14.5 per cent. This became more pronounced in successive generations, he said, the growth of young males being 30 per cent. and young females 23 per cent. below normal.

Further than this, the speaker stated that the feeding of a strictly vegetable diet developed a sluggishness. The average ratio of voluntary activity showed that the rats fed meat and vegetables were about 17 times as active as those fed vegetables alone. The females in each group were more active than the males.

Other detailed phases of the subject comparing characteristics of the rats of the two groups were discussed by the speaker, and in every instance he indicated the insufficiency of a diet limited to vegetables.

The Meat Congress, at which Dr.

Slonaker was one of the principal speakers, is said to be the first event of its kind ever held in connection with a state fair.

### Scales in the Home.

During recent investigations into marketing meats retail by representatives of the U. S. Department of Agriculture, it was found that correct weighing enters the matter seriously. We believe that most retailers and, of course, all reputable retailers give correct weight, and so the housewife has the support of not only all local bureau of weights and measures when she has been shortweighted, but, in addition, has the support of the meat dealers themselves, taking the class as a whole. The reputable dealer wishes earnestly to see the dishonest retailer made to see the error of his ways and all retail meat associations are earnest in the enforcement of honest weights. The shop most liable to indulge in the unwholesome practice of short-weighting is the one that depends on price as a selling means rather than quality or service. Few retailers catering to regular trade resort to this method of accumulating profits. Unfortunately, few housewives possess a good scale for weighing their purchases. All wholesalers and most retailers weigh in what they receive and anyone selling them must produce the weight they buy. No business can be safely run in any other way. The temptation to take advantage of those who do not weigh their purchases is too great for some dealers to resist. You are doing a real benefit to business when you remove the opportunity to cheat you in your small purchases. You are forcing the retailer selling you to deal honestly with you. You are not injuring your regular retailer who always gives full weight, but on the other hand you are helping him, for you are proving his honesty. A good scale, preferably one that stands on a table or on top of the ice box, where you can weigh your purchases conveniently and accurately, will prove a good investment, not only in finding out who is cheating you, but in satisfying you as to the honest dealer's fairness. There are means of punishing the cheat, but perhaps as effective a plan is to stop buying from him. Weigh your goods carefully and judge fairly, making allowance for real mistakes.

The latter should be very rare.

Lansing—Bert Eckert, meat dealer at 322 South Washington avenue, has sold his market to his son, Harry Eckert, who will continue the business at the same location and under the same style. Mr. Harry Eckert is also proprietor of the Palace Market, North Washington avenue and a market in Battle Creek and one in Ionia.

Magazine advertisers are referring enquirers to some dealer in your line in your town. If you have the goods and let the manufacturer know it, he will refer to you.

If you are thinking that national advertising is of no help to your business, the chances are that you are doing nothing to take advantage of it.

## Now offering—

Grapefruit  
Cranberries  
Sweet Potatoes  
Tokay Grapes  
Figs, Dates, Etc.

**The Vinkemulder Company**  
Grand Rapids, Michigan

**M. J. DARK & SONS**  
GRAND RAPIDS, MICH.

*Receivers and Shippers of All*

**Seasonable  
Fruits and Vegetables**

**JUST GOOD CANDY**  
*Pure and Wholesome*

THAT'S

*Putnam's*

PUTNAM FACTORY

Grand Rapids, Mich.

**HEKMAN'S**

*All  
Every Meal  
Eat  
HEKMAN'S  
Crackers and  
Cookie-Cakes*

Delicious cookie-cakes and crisp appetizing crackers—There is a Hekman food-confection for every meal and for every taste.



**Hekman Biscuit Co.**  
Grand Rapids, Mich.



## HARDWARE

Michigan Retail Hardware Association.  
President—Scott Kendrick, Flint.  
Vice-President—George W. McCabe, Petoskey.  
Secretary—A. J. Scott, Marine City.  
Treasurer—William Moore, Detroit.

### The Hardware Dealer's Fall Stove Campaign.

Written for the Tradesman.

October is one of the best stove selling months in the year and the retailer should use every force at his command to dispose of as many ranges and heaters as he can. He should also rush his furnace installation and tin-smithing staffs to the utmost extent in order to clear up as much work as possible before rough winter weather arrives.

While the range-peddlers and the mail order houses make their competition felt in some districts, they are not feared by stove dealers who know their business and who take advantage of the advertising helps supplied by the stove manufacturers. Retail stove dealers who are constantly alert to snatch up new ideas find that they are better equipped to serve their customers than these outside competitors and that energy and application will enable them to not merely hold their own but to greatly increase their trade in spite of this outside competition.

Stoves are bulky articles to show in the window but this objection should not prevent their use there. Even a fair-sized window can accommodate one range or heater, together with some kindred articles. At certain seasons, in October, for instance, a special harvest and Thanksgiving Day window can be put on. True, the Thanksgiving holiday is a month distant; but a Thanksgiving Day stove display a few weeks later would be too late. So with the essential harvest decorations available at this particular season, the housewife can be inspired to look ahead to the November holiday and make her preparations for it well in advance.

For such a display, a rough suggestion would be a range, with a kettle and teapot on top, and a roast fowl in the oven. Carving sets and cooking utensils could be used to fill in the background, with sheaves of wheat, stalks of corn and pumpkins as the trim in the corners and on the sides.

"Cook your Thanksgiving dinner in a — range" would be an appropriate display card in such a window; while an advertisement in the local papers drawing attention to the window display might urge this argument:

#### IT IS FALSE ECONOMY

to buy a cheap article, above all a cheap stove. If it is cheap in price it is certain to be cheap in quality. A stove is seldom bought—when you do buy, but the best. It pays.

It is a good plan to hitch up the advertisement with the window display; since if curiosity can be aroused by referring to the display in the advertisement, prospective customers will make it a point to see the display. And once they are in front of the store, the display, if it is an attractive one, will encourage them to step inside. If the advertisement writer, the window trimmer, and the sales people all work together, sales are bound to increase.

If it is deemed advisable to offer some special inducement to encourage the movement of goods, the merchant might offer a fowl with every range sold before Thanksgiving Day, or a half ton of coal free with every heater sold. Whether such expedients for boosting sales are adopted is a matter of individual policy; but if the merchant takes up the idea, cards announcing the offer should be displayed in the window and a reading notice sent to the local papers.

Another plan to stimulate trade is to concentrate the entire efforts of the sales staff upon stove sales for one or two weeks in each year. One hardware store of which I have knowledge has done this for five years; with the result that they have sold more ranges in the five years than they did in the previous ten years. They make this week sale twice a year, Oct. 16 to 21 and Feb. 16 to 21, establishing two special sales on ranges each year, and during the two weeks giving their entire attention to ranges. They send out special invitations by mail three days before each sale begins, and advertise in the local paper with a half page space two weeks in advance, besides thoroughly circularizing their territory. This has resulted in an increase on their general business in stoves, heaters and house furnishings, due to the thorough advertising done; and it has also done more to decrease mail order competition than anything the firm has ever tried.

While newspaper advertising is one of the most important means of bringing stoves and ranges to the attention of possible customers personal contact counts a whole lot and the merchant who makes a personal canvass for business has the best chance of making sales. It is impossible, however, to canvass everybody, especially in the busy fall season; so personal letters can be resorted to with reasonable assurance that if carefully prepared, well printed on good paper, and sent out to a carefully compiled mailing list, they will produce good results.

A saving of a few cents on the printer's bill for a cheap job is poor economy on a circular which you hope to be the means of selling a dozen or more ranges.

In the compilation of a circular letter, special effort should be made to grip customer's attention in the opening paragraph in order to insure its being read through to the end. Here is a fair sample of circular which might be sent to a list of customers who can reasonably be expected to pay cash for a good range:

My dear Mr. —

Your time is valuable, I know, but I have something very important to tell you on the subject of heaters and ranges.

I have now on exhibition at 183 Main street a magnificent assortment of the 1925 models in the famous — line. The new models are so exceptionally attractive and possess so many advantages in economy of fuel, cleanliness and durability, that I know they will appeal to you, whether you expected to buy a new stove this year or not.

In the enclosed booklet you will find

Do you need Restaurant Equipment, Gas Stoves, Steam Tables, Coffee Urns, Water Coolers, Tables, Chairs, Stools, Dishes, Silverware, etc. WE HAVE IT.

Easy terms if desired.

**G. R. STORE FIXTURE CO.**

7 Ionia Avenue N. W.

**Foster, Stevens & Co.**  
**WHOLESALE HARDWARE**



157-159 Monroe Ave. - 151-161 Louis Ave., N. W.  
**GRAND - RAPIDS - MICHIGAN**

**BROWN & SEHLER**  
**COMPANY**

*"HOME OF SUNBEAM GOODS"*

**Automobile Tires and Tubes**

**Automobile Accessories**

**Garage Equipment**

**Radio Equipment**

**Harness, Horse Collars**

**Farm Machinery and Garden Tools**

**Saddlery Hardware**

**Blankets, Robes & Mackinaws**

**Sheep-lined and**

**Blanket - Lined Coats**

**GRAND RAPIDS, MICHIGAN**

**Michigan Hardware Co.**

100-108 Ellsworth Ave., Corner Oakes  
**GRAND RAPIDS, MICHIGAN**



**Wholesalers of Shelf Hardware, Sporting Goods and**

**Fishing Tackle**



some interesting facts regarding the —; but it takes a personal inspection to appreciate what the — really is. I would feel honored by a call from you.

You will find in the — a stove or range really worthy of your fine home, and a source of constant satisfaction to your family. But even if you don't buy, it will still be a pleasure to show you the line anyway.

An early call will enable you to reach a decision before the cold weather sets in.

Yours very truly.

With the most careful planning the stove selling campaign may "fall down" badly if the salespeople fail to co-operate with the newspaper and window display advertising by means of intelligent salesmanship. It will pay the hardware dealer to go over the new heaters and ranges with his salespeople and to coach the latter as to the selling points of the goods, and the most effective way of answering any possible objections that may be raised by individual customers. A stove purchase is a big transaction for the average individual and in practically every instance the salesman has a great deal of reluctance to overcome before he can make a sale. He should by all means be trained to know his goods and to sell efficiently and successfully.

Victor Lauriston.

#### Propose To Elect a Woman Governor Michigan.

Grandville, Sept. 29—A woman for governor.

That is what it is coming to, and why not?

The women of Michigan are tiring of being back numbers during all the months and years they have been voters, holding the sovereign right with men to vote, to elect officers, to hold positions of trust under the Government.

The Democratic party in Michigan has been a nonentity altogether too long, these Democratic women believe and in thus believing they are right. Too great a preponderance of party power is bad for the best interests of the State.

At Lansing Democratic women got together the other day and resolved to change all this and give the Republicans a run for their money. Not 50 per cent. of the voters turn out to elections. What is the use with one party monopolizing everything?

Such a condition should be changed and it is up to the women of Michigan to change it. It can be done. Look at the women of California. By their votes they elected Woodrow Wilson President at his second election. The slogan, "He kept us out of war," so appealed to the women that they voted for him, regardless of party lines.

However strong Michigan is in her Republicanism, she not long ago elected a Democrat senator, and later a mongrel who is neither one thing or the other.

Republicans have no representative in the upper house of Congress to-day. The women may not, however, have had a hand in this, but they should have a voice in making the laws of the Nation, and now is the time for them to awake to the necessities of the situation.

The Democratic women of Michigan can, if they will, pull the moribund old party out of the mire and re-erect its framework in the governing of the State.

A woman governor would not be impossible.

The State has been blessed or cursed with officials who know not how to keep down extravagance. The pres-

ent governor now seeks a fourth term. He has been dubbed an autocrat of autocrats. It ought to be easy to get his scalp at the next election. The women have a year to work in, during which time much can be done.

It seems likely that those Republicans who elected Ferris might be induced to vote for a woman Democrat for governor. The prize is worth trying for at any rate.

It is not pleasant to know that so little interest is taken in politics these days that voters neglect their duty shamefully at election time.

We hear that Mrs. White, of Grand Rapids, is to lead Democratic women of the State in an intensive campaign.

Thorough organization, to see that the last woman of the party is brought to the polls on election day, is sure to win, and the men without regard to party will wish them Godspeed.

A new awakening of women voters is what is needed. Of what use is the ballot unless they make use of it? It would be indeed a surprise if the Democratic women came out in force and re-instated the Democratic party in Michigan. This surely can be done if these wideawake leaders of their sex make the most of their opportunities.

"A woman for governor" should be their slogan.

Should the present incumbent come up again for governor there is no doubt of the result, with a robust and wideawake woman to oppose him.

The ballot for women has not been of very great benefit to date, but it does seem that our best women would cease to play second fiddle on any ticket. Let them shame the men by getting into action and polling their full strength on election day.

There is hope for Democracy, even in Michigan, and if the women make good according to present indications, the Republicans will be shedding regretful tears after the next State roundup at the polls.

It does not work for the good of the public to have one party monopolize everything. Close elections always make safer and better officials, and the Lord knows we of Michigan are in need of an overturning at this time.

In some respects perhaps granting suffrage to women was a mistake. Many of the antis among the sterner sex have since held back from the polls, leaving politics to mother and daughter. A wholly senseless idea, of course, and it is devoutly to be hoped that this sudden uprising in spots of the newly enfranchised may have the proper effect.

Our new voters have been extremely modest in their claims upon the offices. It is time to shed that indifference and come out openly for a share of the official emoluments. A woman governor of this State would prove a novelty, yet in the long run such decision might prove of advantage to all the people.

It is to be fervently hoped that this uprising among the fair sex will not prove sporadic, and that by the time the next election rolls around there will be a long line of aroused women at the polls.

Old Timer.

#### Hides, Pelts and Furs.

Green, No. 1	11
Green, No. 2	10
Cured, No. 1	12
Cured, No. 2	11
Calfskin, Green, No. 1	19
Calfskin, Green, No. 2	17½
Calfskin, Cured, No. 1	20
Calfskin, Cured, No. 2	18½
Horse, No. 1	3 50
Horse, No. 2	2 50

#### Pelts.

Old Wool	1 00@2 50
Lambs	1 00@2 00
Shearings	50@1 00

#### Tallow.

Prime	07
No. 1	06
No. 2	05

#### Wool.

Unwashed, medium	@40
Unwashed, rejects	@32
Unwashed, fine	@40

## REYNOLDS SHINGLES AND ROOFING

It isn't what we say about our product that counts.

It's the universal approval of the buying public that has made the Reynolds line of Shingles and Roofing such a profitable one for the lumber dealer.

After all, it's satisfied customers that bring business. You can't afford to have any others on your list.

## H. M. REYNOLDS SHINGLE COMPANY

"Originator of the Asphalt Shingle"

GRAND RAPIDS - MICHIGAN



**Walker**  
OWOSSO  
MICHIGAN  
**Makes  
Good  
Chocolates**



## COMMERCIAL TRAVELER

### Annual Report of Michigan Hotel Association.

Kalamazoo, Sept. 28—The eleventh annual convention of the Michigan Hotel Association was held at the Hotel Burdick, in this city, on Friday and Saturday of last week, its business sessions being staged in the very room in which the present Association was formed eleven years ago.

President Walter J. Hodges called the assembled bonifaces together on schedule time, the opening features consisting of an invocation by Rev. John W. Dunning, followed by an address of welcome delivered by Mayor George K. Taylor, responded to by John A. Andersen, of the Hotel Harrington, Port Huron.

A nominating committee was named consisting of Preston D. Norton, Hotel Norton, Detroit; Edward R. Swett, Hotel Occidental, Muskegon; Ernest McLain, Park-American, Kalamazoo; W. F. Jenkins, Hotel Western, Big Rapids, and W. J. Chittenden, Book-Cadillac, Detroit.

Resolutions Committee—W. L. McManus, Jr., Cushman House, Petoskey; J. T. Townsend, Hotel Whitcomb, St. Joseph and R. C. Pinkerton, Hotel Normandie, Detroit.

The roll call showed the following members present:

Ernest McLean and wife, Park-American, Kalamazoo.  
John Ehrman and wife, Rickman, Kalamazoo.  
Frank Ehrman and wife, Columbia, Kalamazoo.  
Frank S. Verbeck, Verbeck Lodge, Glen Lake.  
Walter J. Hodges and wife, Burdick, Kalamazoo.  
Jas. A. Alden, Columbia, Kalamazoo.  
W. Nichols and wife, Burdick, Kalamazoo.  
Mrs. Lyle R. Park and Mrs. Kathryn Black, Burdick, Kalamazoo.  
F. W. Holmes and wife, Gull Lake.  
Harry R. Price, Durant, Flint.  
Earl Greene, Crystal, Flint.  
Thos. C. Riley, Dresden, Flint.  
W. J. Chittenden, Book-Cadillac, Detroit.  
Bliss Stebbins and wife, Grand Lake, Alpena.  
Paul L. Dupin and wife, Berkshire, Detroit.  
W. H. Crabb and wife, Bretten Hall, Detroit.  
W. A. Beals and wife, Prospect Point, Spring Lake.  
J. Knight Willy, Hotel Monthly, Chicago.  
W. L. McManus, Jr., and wife, Cushman, Petoskey.  
W. F. Jenkins, Western, Big Rapids.  
W. G. Schindehette, Republic, Bay City.  
M. C. Elliott and wife, Wright House, Alma.  
M. E. Magel and wife, Clifton, Battle Creek.  
John A. Anderson and wife, Harrington, Port Huron.  
Mrs. Myrtle Lindsey, Lindsey, Imlay City.  
John R. Weed, Mich. Railway Guide, Detroit.  
A. C. Martin and wife, Mrs. E. Hanson, Steel, St. Johns.  
W. E. Hawk and wife, Jas. G. Hawk, Gibson, Cincinnati.  
J. Stacy Hill, Gibson, Cincinnati.  
W. J. Lietzen and wife, Frontenac, Detroit.  
A. J. McDonald, Washington, Detroit.  
Fred J. Doherty and wife, Doherty, Clare.  
Geo. A. Southerton and wife, LaVerne, Battle Creek.  
Harry M. Eastman, Hotel Bulletin, Chicago.  
C. H. Montgomery, Post Tavern, Battle Creek.  
Geo. H. Swanson, Huron, Ypsilanti.  
A. W. Smith and wife, Park, Muskegon.  
D. J. Gerow and wife, Elliott, Sturgis.  
C. F. Reach and wife, Durand, Durand.  
Mrs. T. V. Brittain, Montcalm, Battle Creek.  
Thos. Aagaard, Sanitarium, Battle Creek.  
W. F. Rick, Benton, Benton Harbor.  
J. T. Townsend, Whitcomb, St. Joseph.  
A. J. Lalonde, Inn, Cheboygan.  
Chas. Kentas, Detroit, Lansing.  
A. M. Worthington, South Haven.  
B. J. Cairns, Charlotte, Charlotte.  
R. C. Pinkerton and wife, Normandie, Detroit.  
Preston D. Newton and wife, Norton, Detroit.  
E. S. Verbeck, Tavern, Pentwater.  
Edward R. Sweet, Occidental, Muskegon.  
W. F. Burns, Phelps, Greenville.  
A. M. Adams, Hotel Review, New York.  
R. A. Carson and wife, Mrs. M. M. Newlin, Allen, Ann Arbor.  
F. C. Parker and wife, Parker, Muskegon.  
David Reid, Reid, South Haven.  
Geo. W. Woodcock, Muskegon, Muskegon.  
Geo. H. Myhan and wife, Shamrock, South Haven.

Roy Hinckley and wife, Hartford, Hartford.  
A. W. Michaelson, Premier, Benton Harbor.  
C. L. Pestal, Eddystone, Detroit.  
Chas. M. Luce, Mehrtens, Grand Rapids.  
J. F. Veile and wife, Rex, Buchanan.  
Ernest N. Reul, Sherman, Chicago.  
F. H. Wicks and wife, Maplewood, Saugetuck.

D. H. Reycraft, Pery, Petoskey.  
W. C. Taggart and wife, Morton, Grand Rapids.  
Thos. Burnell and wife, Carroll, Brown City.  
E. W. Rainey, Tuller, Detroit.  
M. R. Gilbert and wife, Prince Edward, Windsor.

Fred Z. Pantlind and wife, Pantlind, Grand Rapids.

Following the roll call President Hodges delivered the annual address, as follows:

On behalf of my good friends, the hotel men of this city, who so generously joined with me in inviting you here, it gives me great pleasure to welcome you to Kalamazoo, and we hope we make it so pleasant for you that you will want to come again soon and often.

A little over ten years ago—in April 1914, if I remember correctly—a small body of devoted, far-seeing men, engaged in the business of hotelkeeping in Michigan, met in this room, determined to effect an organization that would afford them the benefits of co-operation, protection and mutual helpfulness in their rapidly growing industry, and the Michigan Hotel Association was formed. They knew that two previous associations had failed to survive, but they resolved to give of themselves unstintingly and unselfishly, in order that this organization might live through the years, ever growing stronger and more potent in its capacity for usefulness.

They builded better than they knew. For from a small handful of members at that time, your organization has grown to a total of 414 member hotels. This is a larger percentage of membership among the hotels of this State than any other state in the Union can boast.

But it is not alone in size that we have grown. The frequent meetings so largely attended, have not only worked for better acquaintance and good fellowship, but have enabled us to talk over our problems with our fellows and each has been helpful to the other.

The opportunity of hearing the various technical discussions on hotel operation subjects, and of participation in the question box, has been a liberal education in itself, and of incalculable benefit to all of us. The bulletins, giving full stenographic reports of all meetings, have given us the advantage of studying at our leisure the many subjects discussed, and has been of particular value to such of our members as have been unable to attend these meetings.

At the last annual meeting in Detroit a new schedule of dues of ten cents per room, with a minimum of \$5 per hotel, was adopted. These dues were necessary and should be continued, as previous administrations were forced to struggle along without sufficient revenue to finance the association properly. They have enabled us to pay all expenses up to date and still leave a good balance on hand, as will be shown by the Treasurer's report. During the year, in addition to the expense of issuing the bulletins, and the ordinary expenses of administration, we have expended something over \$300 for new frames for the roster, made necessary by the largely increased membership. This expense comes on this year, but the frames are made large enough to take care of increases for several years to come.

We have also paid out of Association funds \$656 as dues to the A. H. A. The question of continuing our membership in that organization should receive the serious consideration of this convention. You should decide whether the possible benefits to us justify

### OCCIDENTAL HOTEL

FIRE PROOF  
CENTRALLY LOCATED  
Rates \$1.50 and up  
EDWARD R. SWETT, Mgr.  
Muskegon Mich.

### HOTEL DOHERTY

CLARE, MICHIGAN

Absolutely Fire Proof Sixty Rooms  
All Modern Conveniences  
RATES from \$1.50, Excellent Coffee Shop  
"ASK THE BOYS WHO STOP HERE"

### HOTEL KERNS

Largest Hotel in Lansing

300 Rooms With or Without Bath  
Popular Priced Cafeteria in Connection  
Rates \$1.50 up  
E. S. RICHARDSON, Proprietor

### Columbia Hotel

KALAMAZOO

Good Place To Tie To

### WESTERN HOTEL

BIG RAPIDS, MICH.

Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated. A good place to stop.  
American plan. Rates reasonable.  
WILL F. JENKINS, Manager.

### CUSHMAN HOTEL

PETOSKEY, MICHIGAN

The best is none too good for a tired Commercial Traveler.  
Try the CUSHMAN on your next trip and you will feel right at home.

### The HOTEL PHELPS

Greenville, Michigan

Reasonable Rates for Rooms.  
Dining Room a la carte.  
GEO. H. WEYDIG, Lessee.

### MORTON HOTEL

GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths

Rates \$2.00 and Up

The Center of Social and Business Activities

### THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.

### HOTEL CHIPPEWA

HENRY M. NELSON

Manager

MANISTEE, MICH.

European Plan  
New Hotel with all Modern Conveniences—Elevator, Etc.

150 Outside Rooms  
Hot and Cold Running Water and Telephone in every Room

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3.00

### HOTEL BROWNING

GRAND RAPIDS

150 Fireproof  
Rooms

Corner Sheldon and Oakes;  
Facing Union Depot;  
Three Blocks Away.

Rooms with bath, single \$2 to \$2.50  
Rooms with bath, double \$3 to \$3.50  
None Higher.

WHEN IN KALAMAZOO

Stop at the

**Park-American Hotel**

Headquarters for all Civic Clubs

Excellent Cuisine  
Turkish Baths

Luxurious Rooms  
ERNEST McLEAN, Mgr.



**Hotel  
Whitcomb**  
AND  
Mineral Baths

THE LEADING COMMERCIAL  
AND RESORT HOTEL OF  
SOUTHWEST MICHIGAN  
Open the Year Around  
Natural Saline-Sulphur Waters. Best  
for Rheumatism, Nervousness, Skin  
Diseases and Run Down Condition.  
J. T. Townsend, Mgr.  
ST. JOSEPH MICHIGAN

### The Durant Hotel

Flint's New Million and Half  
Dollar Hotel.

300 Rooms 300 Baths

Under the direction of the  
United Hotels Company

HARRY R. PRICE, Manager

### Henry Smith Floral Co., Inc.

52 Monroe Ave.

GRAND RAPIDS, MICHIGAN

PHONES: Citizens 65173, Bell Main 178

### CODY HOTEL

GRAND RAPIDS

RATES { \$1.50 up without bath  
\$2.50 up with bath  
CAFETERIA IN CONNECTION

### CODY CAFETERIA

Open at 7 A. M.

TRY OUR BREAKFAST  
Eat at the Cafeteria it is Cheaper  
FLOYD MATHER, Mgr.





the expenditure of over \$1,600 per year, as our dues would amount to that Association. In December last, at the Grand Rapids meeting, at which there was a registration of about 150, it was voted to appropriate not to exceed \$2 per member hotel for A. H. A. dues, and at a meeting of the Executive Council held at Lansing, in April, I was further instructed to solicit subscriptions among the larger hotels of the State toward a fund to make up the balance of such dues—equivalent to \$2 each for all member hotels. The response was gratifying, although some of the larger hotels failed to contribute. However, I succeeded in raising \$572 in this manner, and although this was \$42 less than the amount needed, I felt justified in sending in our application for membership, which I did on the basis of our membership at the end of our fiscal year, Sept. 30, 1924, of 307 member hotels. These dues have been paid, although it was necessary to use, as I before stated, \$42 more of the Association funds than you authorized.

Sectional and special meetings were held during the year.

In December the entire membership was invited to Grand Rapids by Fred Pantlind. Needless to say, we were delightfully entertained there. The attendance was large, about 150 registering, and the business sessions were both interesting and instructive.

A joint meeting of the Executive Council and the Legislative committee was held at Lansing, in April, at the request of H. Wm. Klare, chairman. We were able to defeat some very drastic legislation, which Mr. McManus will tell you about in his report later.

In June we held our summer meeting and outing at South Haven, where we were wonderfully entertained by the local hotel fraternity and the Chicago & South Haven Steamship Line. It was a most pleasant and profitable reunion and established a precedent that may well be followed in the future.

The Secretary will tell you in his report something of the results of our canvass for new members. With the assistance of Messrs. Schindehette, McManus and enthusiastic members everywhere, we have traveled into every section of the State, covering many thousand miles of territory. We were cordially received at all times and were, as you already know, uniformly successful. This work is of vast importance as the influence of a large membership in legislative matters and many other ways cannot be discounted.

It has been a great privilege to serve as your President during the past year, and the opportunity it has given me of meeting so many of you in your own homes has been highly appreciated. The many friendships formed and old ones renewed are a source of lasting joy to me—have repaid me many times over for the time and effort expended in behalf of the Association.

I desire to thank our able Secretary who has been a tower of strength to me, and has given of his time and his wealth of experience ungrudgingly. Truly a labor of love, for he has served your Association faithfully and without recompense, and to him, more than any other, must be given credit for our present large membership. The task of collecting dues, aside from securing new members, is, in itself, a tremendous one, enough to appal anyone but the stout hearted judge.

I desire also to thank our efficient Treasurer and the members of the various committees, who have been of so much assistance to me during the past year, and each and every one of you who have never failed when called upon to do all that laid within your power to help in our good work. Without such loyal help no administration

could prosper, and such measure of success as has been achieved has been due to your unselfish endeavor and counsel.

Secretary Verbeck then delivered his annual report, which, though brief, was a summary of the growth of the Association during the last fiscal year:

Your President in his annual address has given you a resume of the affairs of the Association and your Treasurer will give you a report showing a highly satisfactory condition of our finances, hence it would seem superfluous to take up your time or lumber up the records by going into details in these particular items.

One year ago our roster showed 307 members in good standing; to-day we have 414. During the year we lost 25 members through non-payment of dues hence it was necessary to procure 132 new ones to make this present showing. No single individual is responsible for this increase. Not only did our President enter the fray and travel thousands of miles making the acquaintance of new and collecting dues from old, but every member we drafted into the service, performed his part well, and to-day Michigan can boast of one of the strongest, if not the largest, in the country.

Less than 50 per cent. of the dues from 40 per cent. of the members were collected at the last convention, or through mail requests. Last year there was an excuse for the meager amount of the dues paid at the convention, i.e., the fact that they were readjusted after the convention opened, but this year there seems no reason for any members present omitting this highly important detail and its observance will save the Association much expense and the secretary much time. Please do not overlook this important detail. A healthy treasury is conducive to a long life, and a vigorous one to any organization.

In closing I want to acknowledge the kindnesses shown me by the rank and file of the membership in my travels over the State covering many thousands of miles, as well as the assistance given me by your President and individual members in encompassing what has been done. Our efficient Treasurer has also proven a tower of strength—prompt, correct and courteous.

In brief, the report of Treasurer Magel showed the finances of the organization to be in a healthy condition:

Cash on hand Sept. 30,	
1924 -----	\$ 147.30
Receipts from dues, Sept. 30, 1924, to Sept. 30, 1925 -----	3,334.60
Inter. on Bank deposits -----	30.00
Received from special contributions Account American Hotel Assn. -----	597.00
<b>Total -----</b>	<b>\$4,108.99</b>
<b>EXPENDITURES</b>	
For all expenses of administration -----	\$1,980.19
Dues paid to American Hotel Association -----	1,228.00
<b>Total -----</b>	<b>\$3,198.19</b>

Balance on hand ----- \$ 910.80

A report surprisingly satisfactory in view of the fact that unpaid bills amounting to \$424.75, previously contracted were paid by the incoming administration last year.

Following the reports from the chairmen of the various standing committees, an address was delivered by W. L. McManus, Jr., President of International Association of Tourists Camps, on "The Tourist Camp and Its Problems." This address adduced certain undeniable facts and figures to prove the tourist's camps are a liability and not an asset, as at present conducted, in many instances. If the tourist is to receive extraordinary consideration in the way of special offerings, he should pay for them, at least nominally, as the theory that his presence in these camps is a benefit to ho-

tels and other businesses is not borne out by the facts.

The address was along the lines of an article supplied the Tradesman early in July, which has been extensively copied and commented on in various publications.

Mr. McManus is sold on the idea that such camps at best are not ideal and that the least that can be done is to make each camping unit pay a nominal fixed charge for temporary stays and an additional and proportionally larger ones for a longer sojourn, the statistics showing that long visits developed undesirables who are hard to get rid of.

After this paper had been discussed an adjournment was taken to view an exhibit of hotel supplies and equipment, which was held in the Burdick arcade. This was followed by a most scrumptious buffet luncheon given by the Hotel Burdick, through the courtesy of its manager, Mr. Hodges.

The afternoon was devoted to an auto trip to the Gull Lake Country Club, where a group picture was taken of convention participants, and thence to the Gull Lake Hotel, where the entire party became automatically the guests of Dr. Frank W. Holmes, who formerly conducted a resort hotel here but who lost same by fire several weeks ago. The Indefatigable Doctor, some time previous to the loss of his hotel, had invited the Association to partake of his hospitality, and even with the advent of this most serious handicap he certainly made good. Several motor boats were placed at the disposal of the party, bathing was a feature, and then came the dinner:

Grape Fruit Supreme  
Olives Celery Dill Pickles  
Roast Wild Mallard Duck, Stuffed  
Grape Jelly  
Escalloped Potatoes, Baked Hubbard Squash  
Cold Slaw  
Parker House Rolls  
Neapolitan Ice Cream  
Individual Cakes  
Cigars Coffee Cigarettes

The wild duck was especially well prepared, there was plenty of it, as well as everything else, including the punch, which was served prior to the dinner and continually during the dance period which followed in the pavillion to the melody of Fisher's orchestra.

Friday was a day full of events, but every one of them came over on time, including the golf tournament, which resulted in the Association cup being carried away by "Bob" Pinkerton, of the Hotel Normandie, Detroit.

Saturday morning's program was a full one. E. M. Statler, founder of the various institutions bearing his name was expected to be present to deliver an address on "Over Production in the Hotel Field," sent his regrets.

David Olmsted, who was originally a Michigander, gaining his hotel training in various hotels in this State, and operating elsewhere, until recently, made a talk on the subject of "The Hotel—a Business." Mr. Olmsted embellished his talk with charts and building blocks, showing the various phases of hotel operation, starting with the buying of the real estate, construction of the hotel, effecting its organization and equipment. It was a very interesting feature of the convention.

"Interstate Protective Hotel Association" was a subject treated by Charles W. Dull, Secretary of the Illinois Hotel Association. The organization projected by Mr. Dull is intended to take the place of the protective features originally offered by the American Hotel Association, but seemingly abandoned by them after their reorganization last year. It is for the purpose of protecting the hotel against bad check passers, hotel skippers, and will go even farther than has ever before been attempted, in the matter of recovery of bad debts and articles stolen from hotels.

The Association went on record as favoring same and appointed a com-

mittee consisting of J. T. Townsend, W. L. McManus and Frank S. Verbeck to attend a meeting in Chicago, in December, to perfect its organization.

Egbert Douglas, Milwaukee made a talk on "Economies of Heat and Power Production in Modern Hotel." While the address was technical to a large degree, it was so clearly presented that a majority of those present listened with great interest, and the paper was ordered to be published in full in the Association Bulletin, which will be issued shortly with a detailed report of all convention proceedings. At noon luncheons were served at the Park-American and Columbia Hotels. The former for men and the Columbia affair for the ladies.

At the Park-American a souvenir menu read as follows:

Crabmeat Cocktail  
Wafers Cream of Fresh Tomato  
Hearts of Celery Assorted Olives  
Braised Filet of Beef, Mushrooms  
Duchesse Potatoes  
Baby Carrots Hot Rolls  
Jellied Fruit Salad—Whipped Cream  
Chocolate and Nut Sundaes  
Assorted Cakes Coffee

At the Hotel Columbia, Frank Ehrman, served a delightful luncheon to nearly a hundred hotel ladies, with music by Fisher's orchestra. Souvenirs consisting of a miniature bottles of perfume, encased in French pottery were given to each participant. This was what they had to talk over:

Crabmeat Cocktail  
Salted nuts Pickles  
Celery Olives  
Consomme Clear  
Salted Wafers  
Fried Breast of Chicken, Columbia Style  
Crab Apple Jelly  
Creamed Potatoes, Baked Stuffed Tomatoes  
Fruit Salad with Whipped Cream  
Neapolitan Ice Cream, Angel Food  
Coffee

After luncheon at the Columbia the ladies, as guests of the combined local hotels were provided with matinee tickets and went to see the play, "Seventh Heaven."

At the afternoon meeting at the Park-American, the following officers were elected for the ensuing year:

President—John A. Anderson, Hotel Harrington, Port Huron.

Vice-President—W. J. Chittenden, Book-Cadillac, Detroit.

Secretary—Frank S. Verbeck, Cedar Springs Lodge, Glen Lake.

Treasurer—M. E. Magel, Hotel Clifton, Battle Creek.

Executive Council—Walter J. Hodges, chairman; H. Wm. Klare, Fred Pantlind, C. H. Montgomery, R. C. Pinkerton, Ernest McLean, J. T. Townsend, Frank Ehrman and W. G. Schindehette.

The committee on resolutions reported on resolutions anent the death of C. C. Schantz; former manager Hotel Tuller, Detroit; the serious illness of Miss Ruth Myhan, Hotel Shamrock, South Haven, in the latter case the Secretary being instructed to send a floral greeting; thanking the local hotels for their splendid entertainment and also one favoring action in securing an added culinary course to the curriculum of the various State educational institutions.

Out-of-the-State hotel men present were J. Stacy Hill, who talked briefly on the subject of the "Dixie Trail," and President of Gibson Hotel Company, Cincinnati; W. E. Hawk, resident manager of same; Ernie Reul assistant manager Hotel Sherman, Chicago and C. W. Dull, Secretary, Illinois Hotel Association.

Letters of regret were received from several, among them one from Rene G. Hoag, operating the Hotel La-Fayette, Marietta, Ohio. Mr. Hoag was formerly engaged in the hotel game in Michigan, was one of the charter members of the Michigan Hotel Association and was considered the "daddy" of the movement which made

(Continued on page 32)



## DRUGS

### How Many Prescriptions a Day?

Almost invariably, whenever there is a drug store for sale, the question arises in the mind of the prospective buyer as to the number of prescriptions the store fills in the course of the day's business. Surely to fill prescriptions is a more remunerative job, from the standpoint of the pharmacist than to sell novelties, such as clocks and toys or more often cut price patent medicines.

Have you ever asked yourself why it is that in a certain neighborhood the great majority of its residents flock to a particular store to have its prescriptions filled? Have you ever asked yourself why it is that that store becomes the chosen one and gets the preference over all the others in its vicinity? Well, if you are interested just read further.

One day you get hold of the morning paper and you are startled by certain headlines to the effect that one of your fellow druggists has through some slight error caused the death or fatal illness of one of his customers. You would most naturally be shocked at this piece of unwholesome news, and after this first reaction you would unconsciously experience a second and more profound one—perhaps the same thing may happen to you? The paper only gives a superficial explanation of occurrence and your friends are apt to attribute it to lack of skill or knowledge of the compounder.

But the real cause in the great majority of cases is that the pharmacist in question has no privacy while compounding the medicine. Either one of his friends or his relatives were conversing with him in the back room or they had just left him, and his mind was preoccupied more with what they said or were saying than with the actual work he was doing. The prescription department must at all times be considered as a holy canctum into whose cloistered solitude only the chosen few may enter. Where people are seen running at random back and forth, in and out of the prescription department, it assumes the guise of a hotel lobby, shatters the dream of mystery which the customer weaves around it and gives the place a reputation as a hangout.

Every pharmacist knows that the filling of a prescription does not merely consist in the act of jumbling together the various ingredients in the order prescribed. Very few, however, realize the real significance attached to the matter. In college they were instructed time and again that "secundum artem" means the bringing into play of all your skill knowledge and technical ability to so compound the medicament as to render it in the best possible condition as to appearance, palatability and potency before its administration to the patient. We must remember that physicians as a rule are very busy individuals and that they leave a lot to our discretion and common sense. When for instance they prescribe a number of salts in a syrupy medium, although they omit water they expect you to add enough to aid in the

solution of the salts, or when they prescribe a salt that is hygroscopic they expect you to put it in a tightly stoppered container. So that in all cases remember that to follow the slogan "secundum artem" is to please both the patient and the physician.

In conjunction with this I would say a few words about the renewal of prescriptions. I often wonder how many pharmacists pay much attention to this phase of their business. Is it possible that many people are not aware of the fact that their original prescription can be duplicated when they so desire. Should they for some reason or other be unable to see their physician for any length of time? Of course it is. Well, the question is how are we to inform them otherwise. A very simple matter. Suppose you order from your printer the next time he visits you a quantity of labels about the same size as the "no repeat" or "guarantee" labels, telling them as briefly as possible that their prescriptions can be exactly duplicated. Attach these to every original prescription that leaves your department and watch results. Of course, there is always one pitfall that must always be avoided in renewing a prescription; that is to have it appear exactly like the original in all respects. Omission to change the label, clean the old bottle, or follow the notations or remarks on the original prescription may work serious havoc.

Another slogan for your prescription department should be "we do not substitute." No matter how heart-breaking it may be for you to lose a prescription because the party needs it immediately and you haven't one of the ingredients or the exact make; remember that it is much better to be frank about it and tell the party that you are short rather than think you can humbug him by omitting or giving something "just as good." If you are honest about it the chances are that the party will be more than pleased to give you a chance in the future.

Professional men as a rule are reputed as having very illegible handwritings. In view of the fact that they must pass through so many ordeals before they attain their goal, one would scarcely expect it to be otherwise. But no excuses, however plausible, would be of any avail to the patient, inasmuch as the latter must of necessity be able to read the directions for use of the medicine with the greatest ease and the least possibility of misunderstanding. For this purpose the use of a small typewriter in the prescription department is the most practical solution. It avoids all possible errors on the part of the patient in his interpretation of the directions, it assures neatness of appearance and adds a distinctive feature to your prescription work that the less enterprising pharmacists in your vicinity may have overlooked.

It is needless to say that prompt delivery is one of the most vital factors that will contribute to the building up of a big prescription trade. So many pharmacists are in the habit of hiring a boy only for part of the day, usually after school hours, intending thereby to save expense. This is a very poor policy for someone must always be on

hand for deliveries, especially so with prescriptions. Someone is critically ill and the unnecessary lapse of a few minutes may be fatal. Moreover, I do not know of anything that is really more appreciated than the prompt delivery of a medicine. Ask the patient sometimes and find out for yourself.

It is quite obvious that after one has drummed up a little prescription trade, that the chemicals in the prescription department be so orderly arranged as to expedite the filling of prescriptions save time and as I have said before insure prompt delivery. I have often had the experience of seeing a pharmacist waste precious time in seeking something that he should have been able to put hands on immediately. Moreover the delay in filling the prescription is conducive to error as the compounder is unconsciously apt to get into an exasperated state of mind.

The selection of prescription bottles, boxes and labels is more a matter of taste than anything else. Only lately has it been realized that there is quite a bit of psychology involved, as far as the appearance of the container or label is concerned and the impression it makes on the patient. It is advisable to pay a little more attention to this matter than heretofore and to endeavor to select a design for your labels that shall bear evidence and be suggestive of your good taste and distinctive character.

My last admonition is under all circumstances to keep on friendly terms with your neighborhood physician. Remember the old saying that one hand washes the other and that it pays to be a good sport. Sending him a gift or treating him to a few cigars occasionally will usually suffice to create a feeling of good fellowship on your part and the reward will be many times the original outlay.

The prescription trade is the heart of the business and the greatest element that brings into play our professional ability. The more it flourishes the greater attention we bestow upon it; the more shall we foster opinions in the mind of the public that a pharmacist is after all more than a merchant—not merely a soda dispenser, cigar vendor or novelty retailer—but just a pharmacist Samuel Langer.

### Emphasize Unfair Price Cutting.

A bulletin issued by the Southern California Retail Druggists Association suggests that the buying public should be educated as to unfair price cutting. The buyer will not be much impressed with an appeal for higher prices, but the buyer will be fair enough to concede that if the price of coffee, shoes, clothes and other necessities and the cost of labor and rents have increased more than one hundred per cent. in ten years, the price of drugs should have increased more than ten per cent. Yet retail druggists are not receiving more than ten per cent. advance in prices of drugs from the public, and those who are cutting prices are not receiving as much as was paid by the public for drugs ten years ago. This is ruining the drug business. Retailers, jobbers, wholesalers and manufacturers of drugs cannot stand it much longer. The public should be made to

understand this and without delay.

After thus educating the public, retailers, jobbers, wholesalers and manufacturers of drugs should do in the United States what they did in England, under the able guidance of Sir Glyn Jones. They should get together as far as the law will permit. Unfortunately the laws of Great Britain permit this and the laws of the United States do not permit agreements, or combinations, in restraint of trade. Under the late ruling of the Supreme Court, however, trade associations may gather and distribute statistics showing the cost of production and distribution and the movement of finished products. While these statistics cannot be made the basis for an agreement or combination, to fix or maintain prices they certainly can be used to educate the public as to the cost of manufacturing, wholesaling and retailing drugs and thus be made the basis for a reasonable price from the consuming public. Once a sentiment is created in favor of a reasonable profit for retailers, jobbers, wholesalers and manufacturers of drugs, it should not be difficult to obtain it; i. e., if those engaged in the various branches of the drug trade are disposed to act like reasonable and fair-minded men.

### Doers, Not Whiners Attain Success.

It is the doers not the whiners that make good in the salesmanship game, says a salesmanager whose long experience in the wholesale grocery business gives him the right to speak. He proceeds with the subject as follows in a bulletin to his men:

"Look forward. Take stock of your distribution of goods. Ask yourself why a certain item is in six stores and not in sixty. Ask yourself why ten stores have four brands of coffee and ninety have only two.

"The honest answer is, 'It's my fault.'

"Then correct it by working new items systematically. Choose one item and make as many new placements as possible. Work it in every store, and get every placement displayed. Don't touch another item until you have gone over your territory thoroughly. Then take something else and work it the same way.

"Those who have made our brands popular in their territories are now reaping the benefit of repeat business. Others are still whining. And the whiners wonder why their sales and profits fail to increase. We can tell them. It's because they have not sown good seed, and consequently there is nothing to reap. If you want to reap a rich harvest, you must plow, you must sow good seed, and you must cultivate. The richest harvest comes from the planting of our brands. Do some thinking and follow your thinking with some plowing, sowing, and cultivating of our brands.

"When a man sells staples, which is always a 'price' proposition, he makes his pay a 'price' proposition."

The big men are all commonplace and their bigness is shown by the fact that they have known how to develop commonplace values.



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Ink Tablets, Penholders, Composition Books, Pencil Tablets, Pastes, Glues, Inks, School Records, Penholders, Pens, Slates, School Blanks, Slate Pencils, Rubber Bands, Pencil Pockets, Crayons, Compasses, Chalk, Pencil Sharpeners, Chamois Skins, Inks, Pencil Assortments, Fountain Pens, Blackboard Erasers, Colored Pencils, Blotting Paper, Exercise Books, Water Colors, Pencil Pockets, Cardboard, Thumb Tacks, Paste, Pencil Clips, Water Colors, Dictionaries, Ink Erasers, Bristol Board, Library Paste, Blank Books, Rulers, Dusters, Mucilages, Sponges, Crayolas, Pencils, Lunch Kits, Banner Loose Leaf Note Books, Pencil Boxes, Legal and Foolscap Paper, Dictionaries, Pat's Pick, Michigan History, U. S. Civil Government, Pattengill's Orthographies, Civil Government Primary, Michigan, Welch School Registers.

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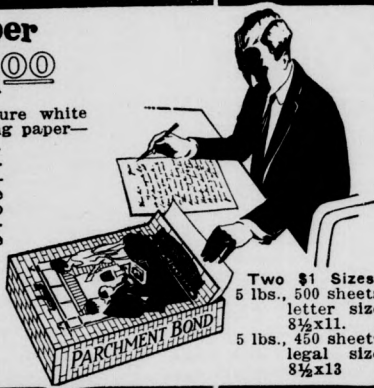
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## WHOLESALE DRUG PRICE CURRENT

Prices quoted are nominal, based on market the day of issue.

<b>Acids</b>		<b>Lavendar Flow.</b>		<b>Cinchona</b>	
Boric (Powd.)	15 @ 25	Lavendar Gar'n	85 @ 1 20	Colchicum	@ 1 80
Boric (Xtal)	15 @ 25	Lemon	3 @ 00 @ 3 25	Cubebs	@ 2 00
Carbolic	37 @ 43	Linseed, bld. bbl.	@ 1 13	Digitalis	@ 1 80
Citric	58 @ 70	Linseed, bld less	1 20 @ 1 33	Gentian	@ 1 35
Muriatic	3 1/2 @ 8	Linseed, raw, bbl.	@ 1 10	Ginger, D. S.	@ 1 80
Nitric	9 @ 15	Linseed, ra. less	1 17 @ 1 30	Gualac	@ 2 20
Oxalic	15 @ 25	Mustard, artifl. ox.	@ 50	Gualac, Ammon.	@ 2 60
Sulphuric	3 1/2 @ 8	Neatsfoot	1 35 @ 1 50	Iodine	@ 95
Tartaric	40 @ 50	Olive, pure	3 75 @ 4 50	Iodine, Colorless	@ 1 50
<b>Ammonia</b>		Olive, Malaga,	2 75 @ 3 00	Iron, Clo.	@ 1 35
Water, 26 deg.	10 @ 18	Olive, Malaga,	2 75 @ 3 00	Kino	@ 1 40
Water, 18 deg.	09 @ 14	Orange, Sweet	5 00 @ 5 25	Myrrh	@ 2 50
Water, 14 deg.	6 1/2 @ 12	Organum, pure	@ 2 50	Nux Vomica	@ 1 55
Carbonate	20 @ 25	Organum, com'l	1 00 @ 1 20	Opium	@ 3 50
Chloride (Gran.)	10 1/2 @ 20	Pennyroyal	3 00 @ 3 25	Opium, Camp.	@ 35
<b>Balsams</b>		Peppermint	22 50 @ 22 75	Opium, Deodors'd	@ 3 50
Copaiba	90 @ 1 20	Rose, pure	13 50 @ 14 00	Rhubarb	@ 1 75
Fir (Canada)	2 55 @ 2 80	Rosemary Flows	1 25 @ 1 50	<b>Paints.</b>	
Fir (Oregon)	65 @ 1 00	Sandalwood, E.	10 00 @ 10 25	Lead, red dry	15 1/2 @ 15 1/2
Peru	3 00 @ 3 25	Sassafras, true	2 00 @ 2 25	Lead, white dry	15 1/2 @ 15 1/2
Tolu	3 00 @ 3 25	Sassafras, art'l	90 @ 1 20	Lead, white oil	15 1/2 @ 15 1/2
<b>Barks</b>		Spearmint	12 50 @ 12 75	Ochre, yellow bbl.	@ 2 1/2
Cassia (ordinary)	25 @ 30	Sperm	1 50 @ 1 75	Ochre, yellow less	3 @ 6
Cassia (Salign)	50 @ 60	Tansy	5 00 @ 5 25	Red Venet'n Am.	3 1/2 @ 7
Sassafras (pw. 50c)	@ 55	Tar, USP	@ 1 16 1/2	Red Venet'n Eng.	4 @ 8
Soap Cut (powd.)	18 @ 25	Turpentine, bbl.	@ 1 24 @ 1 37	Putty	@ 5 @ 8
<b>Berries</b>		Wintergreen, leaf	6 00 @ 6 25	Whiting, bbl.	@ 4 1/2
Cubeb	@ 1 25	Wintergreen, sweet	3 00 @ 3 25	Whiting	5 1/2 @ 10
Juniper	09 @ 10	Wintergreen, art.	75 @ 1 00	L. H. P. Prep.	3 05 @ 3 25
Prickly Ash	@ 30	Wormseed	7 50 @ 7 75	Rogers Prep.	3 05 @ 3 25
<b>Extracts</b>		Wormwood	8 50 @ 8 75	<b>Miscellaneous</b>	
Licorice	60 @ 65	<b>Potassium</b>		Acetalid	47 @ 55
Licorice powd.	@ 1 00	Bicarbonate	35 @ 40	Alum	08 @ 12
<b>Flowers</b>		Bichromate	15 @ 25	Alum, powd. and	09 @ 15
Arnica	25 @ 30	Bromide	69 @ 75	ground	09 @ 15
Chamomile (Ger.)	20 @ 25	Bromide	64 @ 71	Bismuth, Subni-	3 54 @ 3 59
Chamomile Rom.	54	Chlorate, gran'd	23 @ 30	trate	07 @ 13
<b>Gums</b>		Chlorate, powd.	16 @ 25	Borax xtal or	07 @ 13
Acacia, 1st	50 @ 55	or Xtal	16 @ 25	powdered	07 @ 13
Acacia, 2nd	45 @ 50	Cyanide	30 @ 35	Cantharides, po.	1 75 @ 2 25
Acacia, Sorts	20 @ 25	Iodide	4 66 @ 4 86	Calomel	1 93 @ 2 00
Acacia, Powdered	35 @ 40	Permanganate	20 @ 30	Capsicum, pow'd	48 @ 55
Aloes (Barb Pow)	25 @ 35	Prussiate, yellow	65 @ 75	Carmine	7 00 @ 7 50
Aloes (Cape Pow)	25 @ 35	Prussiate, red	@ 1 00	Casia Buds	80 @ 85
Aloes (Soc. Pow.)	65 @ 70	Sulphate	35 @ 40	Cloves	50 @ 55
Asafoetida	50 @ 60	<b>Roots</b>		Chalk Prepared	14 @ 16
Pow.	75 @ 1 00	Alkanet	30 @ 35	Chloroform	51 @ 60
Camphor	1 05 @ 1 10	Blood, powdered	35 @ 40	Chloral Hydrate	1 35 @ 1 85
Gualac	@ 80	Calamus	35 @ 40	Cocaine	12 10 @ 12 80
Gualac, pow'd	@ 90	Elecampane, pwd	25 @ 30	Cocoa Butter	50 @ 75
Kino	@ 1 10	Gentian, powd.	20 @ 30	Corks, list, less	40-10%
Kino, powdered	@ 1 20	Ginger, African,	30 @ 35	Copperas	2 1/2 @ 10
Myrrh	@ 60	powdered	30 @ 35	Copperas, Powd.	4 @ 10
Myrrh, powdered	@ 65	Ginger, Jamaica	60 @ 65	Corrosive Sublim	1 58 @ 1 76
Opium, powd.	19 65 @ 19 92	Ginger, Jamaica,	60 @ 65	Cream Tartar	81 @ 88
Opium, gran.	19 65 @ 19 92	powdered	55 @ 60	Cuttle bone	40 @ 50
Shellac	90 @ 1 10	Goldenseal, pow.	@ 7 50	Dextrine	6 @ 15
Shellac Bleached	1 00 @ 1 10	Ipecac, powd.	3 75 @ 4 00	Dover's Powder	3 50 @ 4 00
Tragacanth, pow.	@ 1 75	Licorice	35 @ 40	Emery, All Nos.	10 @ 15
Tragacanth	1 75 @ 2 25	Licorice, powd.	20 @ 30	Emery, Powdered	8 @ 10
Turpentine	@ 25	Orris, powdered	30 @ 40	Epsom Salts, bbls.	@ 10
<b>Insecticides</b>		Poke, powdered	35 @ 40	Epsom Salts, less	3 1/2 @ 10
Arsenic	15 @ 25	Rhubarb, powd.	1 00 @ 1 10	Ergot, powdered	@ 1 00
Blue Vitriol, bbl.	@ 07	Rosinwood, powd.	@ 40	Flake, White	15 @ 20
Blue Vitriol, less	08 @ 15	Sarsaparilla, Hond.	@ 1 00	Formaldehyde, lb.	12 @ 30
Bordea. Mix Dry	12 1/2 @ 25	ground	@ 1 00	Gelatine	90 @ 1 05
Hellebore, White	20 @ 30	Sarsaparilla Mexican,	@ 1 25	Glassware, less	55%
powdered	20 @ 30	ground	@ 1 25	Glassware, full case	60%
Insect Powder	40 @ 55	Squills	35 @ 40	Glauber Salts, bbl.	@ 03 1/2
Lead Arsenate Po.	17 @ 30	Squills, powdered	60 @ 70	Glauber Salts less	04 @ 10
Lime and Sulphur	@ 10	Tumeric, powd.	20 @ 25	Glue, Brown	21 @ 30
Dry	9 @ 12	Valerian, powd.	@ 75	Glue, Brown Grd	15 @ 20
Paris Green	12 @ 35	<b>Seeds</b>		Glue, white	27 1/2 @ 35
<b>Leaves</b>		Anise	@ 35	Glue, white grd.	25 @ 35
Buchu	1 25 @ 1 30	Anise, powdered	35 @ 40	Glycerine	25 @ 45
Buchu, powdered	@ 1 30	Bird, ls	13 @ 17	Hops	65 @ 75
Sage, Bulk	25 @ 30	Canary	13 @ 20	Iodine	6 45 @ 6 80
Sage, 1/4 loose	@ 40	Caraway, Po.	30 @ 35	Iodoform	7 35 @ 7 65
Sage, powdered	@ 35	Cardamon	@ 4 00	Lead Acetate	20 @ 30
Senna, Alex.	50 @ 75	Coriander pow.	30 @ 35	Mace	@ 1 45
Senna, Tinn.	30 @ 35	Dill	18 @ 25	Mace, powdered	@ 1 50
Senna, Tinn. pow.	25 @ 35	Fennell	25 @ 40	Menthol	16 00 @ 16 50
Uva Ursi	20 @ 25	Flax	08 @ 15	Morphine	11 18 @ 11 93
<b>Oils</b>		Flax, ground	08 @ 15	Nux Vomica	@ 30
Almonds, Bitter,	7 50 @ 7 75	Foenugreek pow.	15 @ 25	Nux Vomica, pow.	17 @ 25
true	7 50 @ 7 75	Hemp	@ 1 25	Pepper black pow.	32 1/2 @ 40
Almonds, Bitter,	4 00 @ 4 25	Lobelia, powd.	@ 1 25	Pepper, White	42 @ 50
artificial	4 00 @ 4 25	Mustard, yellow	17 @ 25	Pitch, Burgundy	10 @ 15
Almonds, Sweet,	1 50 @ 1 80	Mustard, black	20 @ 25	Quassia	12 @ 15
true	1 50 @ 1 80	Poppy	22 @ 25	Quinine	72 @ 1 32
Almonds, Sweet,	imitation 1 00 @ 1 25	Quince	1 50 @ 1 75	Rochelle Salts	30 @ 35
Amber, erude	1 50 @ 1 75	Rape	15 @ 20	Saccharine	@ 30
Amber, rectified	1 75 @ 2 00	Sabadilla	25 @ 35	Salt Peter	11 @ 22
Anise	1 25 @ 1 50	Sunflower	11 1/2 @ 15	Selditz Mixture	30 @ 40
Bergamont	7 50 @ 7 75	Worm, American	30 @ 40	Soap, green	15 @ 20
Cajeput	1 50 @ 1 75	Worm, Levant	4 25 @ 4 50	Soap mott cast.	22 1/2 @ 25
Cassia	4 25 @ 4 50	<b>Tinctures</b>		Soap, white castle	@ 12 50
Castor	1 75 @ 2 00	Aconite	@ 1 80	Soap, white castle	@ 12 50
Cedar Leaf	1 50 @ 1 75	Aloes	@ 1 45	less, per bar	@ 1 45
Citronella	1 25 @ 1 50	Arnica	@ 1 10	Soda Ash	3 @ 10
Cloves	3 00 @ 3 25	Asafoetida	@ 2 40	Soda, Sal	02 1/2 @ 68
Cocoonut	25 @ 35	Belladonna	@ 1 35	Spirits Camphor	@ 1 35
Cod Liver	1 90 @ 2 40	Benzoin	@ 2 10	Sulphur, roll	3 1/2 @ 19
Croton	2 00 @ 2 25	Benzoin Comp'd	@ 2 65	Sulphur, Subl.	04 @ 10
Cotton Seed	1 40 @ 1 45	Buchu	@ 2 55	Tamarinds	20 @ 25
Cubebs	7 00 @ 7 25	Cantharadial	@ 2 35	Tartar Emetic	70 @ 75
Elgeron	6 00 @ 6 25	Capsicum	@ 3 20	Turpentine, Ven.	50 @ 75
Eucalyptus	1 25 @ 1 50	Catechu	@ 1 75	Vanilla Ex. pure	1 75 @ 2 85
Hemlock, pure	1 75 @ 2 00	<b>Zinc Sulphate</b>		Vanilla Ex. pure	2 50 @ 3 25
Juniper Berries	3 50 @ 3 75			Zinc Sulphate	06 @ 15
Juniper Wood	1 50 @ 1 75				
Lard, extra	1 80 @ 1 80				
Lard, No. 1	1 40 @ 1 60				



# GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

## ADVANCED

Pork  
Octagon Soap

## DECLINED

Currants  
Twine

### AMMONIA

Arctic, 16 oz. ----- 2 00  
Arctic, 32 oz. ----- 3 25  
Quaker, 36, 12 oz. case 3 85



### AXLE GREASE

48, 1 lb. ----- 4 60  
24, 3 lb. ----- 6 25  
10 lb. pails, per doz. 8 20  
15 lb. pails, per doz. 11 20  
25 lb. pails, per doz. 17 70

### BAKING POWDERS

Arctic, 7 oz. tumbler 1 35  
Queen Flake, 16 oz., dz 2 25  
Royal, 10c, doz. ----- 95  
Royal, 6 oz., doz. ----- 2 70  
Royal, 12 oz., doz. ----- 5 20  
Royal, 5 lb. ----- 31 20  
Rocket, 16 oz., doz. 1 25

### BEECH-NUT BRANDS.



Mints, all flavors ----- 60  
Gum ----- 70  
Fruit Drops ----- 70  
Caramels ----- 70  
Sliced bacon, large ----- 4 95  
Sliced bacon, medium ----- 4 00  
Sliced beef, large ----- 4 80  
Sliced beef, medium ----- 2 80  
Grape Jelly, large ----- 4 50  
Grape Jelly, medium ----- 2 70  
Peanut butter, 16 oz. 4 70  
Peanut butter, 10 1/2 oz. 3 25  
Peanut butter, 6 1/2 oz. 3 00  
Peanut butter, 3 1/2 oz. 1 25  
Prepared Spaghetti ----- 1 40  
Baked beans, 16 oz. ----- 1 40

### BLUING

Original  
condensed Pearl  
Crown Capped  
4 doz., 10c dz. 8¢  
3 dz. 15c. dz. 1 25

### BREAKFAST FOODS

Cracked Wheat, 24-2 3 85  
Cream of Wheat, 18s 3 90  
Cream of Wheat, 24, 14 oz. ----- 3 05  
Pillsbury's Best Cer'l ----- 2 29  
Quaker Puffed Rice ----- 5 60  
Quaker Puffed Wheat ----- 4 30  
Quaker Brst Biscuit ----- 1 90  
Ralston Branzen ----- 3 20  
Ralston Food, large ----- 4 00  
Saxon Wheat Food ----- 3 90  
Vita Wheat, 12s ----- 1 80

### Post's Brands.

Grape-Nuts, 24s ----- 3 80  
Grae-Nuts, 100s ----- 2 75  
Instant Postum, No. 8 5 40

Instant Postum, No. 9 5 00  
Instant Postum, No. 10 4 50  
Postum Cereal, No. 0 2 25  
Postum Cereal, No. 1 2 70  
Post Toasties, 36s ----- 3 45  
Post Toasties, 24s ----- 3 45  
Post's Bran, 24s ----- 2 70

### BROOMS

Jewell, doz. ----- 5 75  
Standard Parlor, 23 lb. 8 25  
ancy Parlor, 23 lb. ----- 9 25  
Ex. Fancy Parlor 25 lb. 9 75  
Ex. Fcy. Parlor 26 lb. 10 50  
Toy ----- 2 25  
Whisk, No. 3 ----- 2 75

### BRUSHES

Solid Back, 8 in. ----- 1 50  
Solid Back, 1 in. ----- 1 75  
Pointed Ends ----- 1 25

### Shoe

No. 4-0 ----- 2 25  
No. 20 ----- 3 50

### BUTTER COLOR

Dandelion, ----- 2 85  
Nedrow, 3 oz., doz. 2 50

### CANDLES

Electric Light, 40 lbs. 12.1  
Plumber, 40 lbs. ----- 12.3  
Paraffine, 6s ----- 14.7  
Paraffine, 12s ----- 14.7  
Wicking ----- 40  
Tudor, 6s, per box ----- 30

### CANNED FRUIT.

Apples, 3 lb. Standard 1 50  
Apples, No. 10 ----- 4 50  
Apple Sauce, No. 10 7 50  
Apricots, No. 1 1 75  
Apricots, No. 2 ----- 3 00  
Apricots, No. 2 1/2 3 00  
Apricots, No. 10 ----- 9 25  
Blackberries, No. 10 10 25  
Blueberries, No. 10 ----- 13 00  
Cherries, No. 2 ----- 3 50  
Cherries, No. 2 1/2 ----- 4 00  
Cherries, No. 10 ----- 11 75  
Loganberries, No. 2 ----- 3 00  
Loganberries, No. 10 10 00  
Peaches, No. 1 ----- 1 25  
Peaches, No. 1, Sliced 1 40  
Peaches, No. 2 ----- 2 75  
Peaches, No. 2 1/2 Mich 3 25  
Peaches, 2 1/2 Cal. 3 25  
Peaches, 10, Mich. ----- 8 50  
Pineapple, 1, sl. 1 80  
Pineapple, 2, sl. 2 80  
Pineapple, 2 br. sl. 2 65  
Pineapple, 2 1/2, sl. 3 25  
Pineapple, 2, cru. 2 60  
Pineapple, 10 cru. ----- 11 50  
Pears, No. 2 ----- 4 00  
Pears, No. 2 1/2 ----- 4 25  
Plums, No. 2 ----- 2 40  
Plums, No. 2 1/2 ----- 2 90  
Raspberries, No. 2, blk 3 60  
Raspb's, Red, No. 10 15 00  
Raspb's, Black, No. 10 ----- 16 00  
Rhubarb, No. 10 4 75  
Strawberries, No. 10 12 00

### CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35  
Clam Ch., No. 3 ----- 3 50  
Clams, Steamed, No. 1 2 00  
Clams, Minced, No. 1 3 25  
Finnan Haddie, 10 oz. 3 30  
Clam Bouillon, 7 oz. ----- 2 50  
Chicken Haddie, No. 1 2 75  
Fish Flakes, small ----- 1 35  
Cod Fish Cake, 10 oz. 1 85  
Cove Oysters, 5 oz. ----- 1 90  
Lobster, No. 1/4, Star 2 60  
Shrimp, 1, wet 2 10  
Sard's, 1/4 Oil, Ky 5 25  
Sardines, 1/4 Oil, k'less 4 75  
Sardines, 1/4 Smoked 6 75  
Salmon, Warrens, 1/2 ----- 3 90  
Salmon, Rd Alaska ----- 3 90  
Salmon, Med. Alaska ----- 3 25  
Salmon, Pink Alaska 1 85  
Sardines, Im. 1/4, ea. 10 23  
Sardines, Im. 1/2, ea. ----- 25  
Sardines, Cal. ----- 1 65  
Tuna, 1/2, Albocore ----- 95  
Tuna, 1/2, Curtis, doz. 2 20  
Tuna, 1/2, Curtis, doz. 3 50  
Tuna, 1s, Curtis, doz. 7 00

### CANNED MEAT.

Bacon, Med. Beechnut 3 00  
Bacon, Lge Beechnut 4 95  
Beef, No. 1, Corned ----- 3 70  
Beef, No. 1, Roast ----- 3 70  
Beef, No. 2 1/2, Qua. all. 1 85

Beef, No. 1/4, Qua. all. 1 75  
Beef, 5 oz., Qua. all. 2 50  
Beef, No. 1, B'nut, all. 4 60  
Beefsteak & Onions, s 2 75  
Chili Con Ca., 1s 1 35  
Deviled Ham, 1/4s ----- 2 20  
Deviled Ham, 1/2s ----- 3 60  
Hamburg Steak & Onions, No. 1 ----- 3 15  
Potted Beef, 4 oz. ----- 1 10  
Potted Meat, 1/4 Libby 5 1/2  
Potted Meat, 1/2 Libby 90  
Potted Meat, 1/4 Qua. ----- 85  
Potted Ham, Gen. 1/4 1 85  
Vienna Saus., No. 1/2 1 35  
Vienna Sausage, Qua. ----- 95  
Veal Loaf, Medium ----- 2 30

### Baked Beans

Campbells ----- 1 15  
Quaker, 18 oz. ----- 90  
Fremont, No. 2 ----- 1 20  
Snider, No. 1 ----- 95  
Snider, No. 2 ----- 1 25  
Van Camp, small ----- 85  
Van Camp, Med. ----- 1 15

### CANNED VEGETABLES.

Asparagus, No. 1, Green tips 4 60  
No. 2 1/2, Lge. Green 4 50  
W. Bean, cut ----- 2 25  
Green Beans, 2s 2 00  
Gr. Beans, 10s 7 50  
L. Beans, 2 gr. 1 35  
Lima Beans, 2s, Soaked 95  
Red Kid. No. 2 1 20  
Beets, No. 2, wh. 1 75  
Beets, No. 2, cut ----- 1 60  
Beets, No. 3, cut ----- 1 80  
Corn, No. 2, Ex stan 1 65  
Corn, No. 2, Fan. 1 80  
Corn, No. 2, Fy. glass 3 25  
Corn, No. 10 ----- 7 50  
Hominy, No. 3 1 00  
Okra, No. 2, whole ----- 1 00  
Okra, No. 2, cut ----- 1 60  
Dehydrated Veg. Soup 90  
Dehydrated Potatoes, lb. 45  
Mushrooms, Hotels ----- 42  
Mushrooms, Choice ----- 53  
Mushrooms, Sur Extra 70  
Peas, No. 2, E. J. 1 75  
Peas, No. 2, Sift. ----- 2 00  
Peas, No. 2, Ex. Sift. ----- 2 85  
Peas, Ex. Fine, French 25  
Pumpkin, No. 3 1 35  
Pumpkin, No. 10 4 50  
Pimentos, 1/4, each 12 1/4  
Pimentos, 1/2, each ----- 27  
Sw't Potatoes, No. 2 1 60  
Sauerkraut, No. 3 1 40  
Succotash, No. 2 1 65  
Succotash, No. 2, glass 2 50  
Spinach, No. 1 ----- 1 25  
Spinach, No. 2 ----- 1 60  
Spinach, No. 3 ----- 2 10  
Tomatoes, No. 2 1 40  
Tomatoes, No. 3 2 00  
Tomatoes, No. 2, glass 2 60  
Tomatoes, No. 10 ----- 7 50

### CATSUP.

B-nut, Small ----- 2 70  
Lilly Valley, 14 oz. ----- 2 60  
Lilly Valley, 1/4 pint 1 75  
Paramount, 24, 8s ----- 1 45  
Paramount, 24, 16s ----- 2 40  
Paramount, 6, 10s ----- 10 00  
Sniders, 8 oz. ----- 1 95  
Sniders, 16 oz. ----- 3 95  
Quaker, 8 1/2 oz. ----- 1 25  
Quaker, 10 1/2 oz. ----- 1 40  
Quaker, 14 oz. ----- 1 90  
Quaker, Gallon Glass 12 50

### CHILI SAUCE

Snider, 16 oz. ----- 3 50  
Snider, 8 oz. ----- 2 50  
Lilly Valley, 8 oz. ----- 2 10  
Lilly Valley, 14 oz. ----- 3 50

### OYSTER COCKTAIL.

Sniders, 16 oz. ----- 3 50  
Sniders, 8 oz. ----- 2 50

### CHEESE

Roquefort ----- 53  
Kraft, Small tins ----- 1 65  
Kraft, American ----- 1 65  
Chili, small tins ----- 1 65  
Pimento, small tins ----- 1 65  
Roquefort, small tins 2 25  
Camenbert, small tins 2 25  
Wisconsin New ----- 27  
Longhorn ----- 27  
Michigan Full Cream 25  
New York Full Cream 29  
San Sago ----- 47  
Brick ----- 26

### CHEWING GUM.

Adams Black Jack ----- 65  
Adams Bloodberry ----- 65  
Adams Dentyne ----- 65  
Adams Calif. Fruit ----- 65  
Adams Sen Sen ----- 65  
Beeman's Pepsin ----- 65  
Beechnut ----- 70  
Doublemint ----- 65  
Juicy Fruit ----- 65  
Peppermint, Wrigleys ----- 65  
Spearmint, Wrigleys ----- 65  
Wrigley's P-K ----- 65  
Zeno ----- 65  
Teaberry ----- 65

### CHOCOLATE.

Baker, Caracas, 1/4s ----- 37  
Baker, Caracas, 1/2s ----- 35  
Hersheys, Premium, 1/4s 36  
Hersheys, Premium, 1/2s 36  
Runkle, Premium, 1/4s ----- 29  
Runkle, Premium, 1/2s ----- 32  
Vienna Sweet, 24s ----- 2 10

### COCOA.

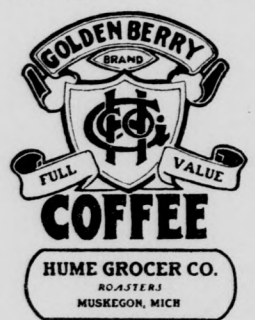
Bunte, 1/4s ----- 43  
Bunte, 1/2 lb. ----- 35  
Bunte, lb. ----- 32  
Droste's Dutch, 1 lb. ----- 8 50  
Droste's Dutch, 1/2 lb. 4 50  
Droste's Dutch, 1/4 lb. 2 25  
Hersheys, 1/4s ----- 33  
Hersheys, 1/2s ----- 28  
Huyler ----- 36  
Lowney, 1/4s ----- 40  
Lowney, 1/2s ----- 40  
Lowney, 5 lb. cans ----- 31  
Runkles, 1/4s ----- 32  
Runkles, 1/2s ----- 36  
Van Houten, 1/4s ----- 75  
Van Houten, 1/2s ----- 75

### COCOANUT

Dunham's ----- 49  
15 lb. case, 1/4s and 1/2s 49  
15 lb. case, 1/2s ----- 48  
15 lb. case, 1/4s ----- 47

### CLOTHES LINE.

Hemp, 50 ft. ----- 2 25  
Twisted Cotton, 50 ft. 1 75  
Braided, 50 ft. ----- 2 75  
Sash Cord ----- 4 25



### COFFEE ROASTED

Bulk  
Rio ----- 29 1/2  
Santos ----- 35 1/2  
Maracaibo ----- 37  
Guatemala ----- 40  
Java and Mocha ----- 49  
Bogota ----- 41  
Peaberry ----- 36

McLaughlin's Kept-Fresh Vacuum packed. Always fresh. Complete line of high-grade bulk coffees. W. F. McLaughlin & Co., Chicago

Telfer Coffee Co. Brand Bokay.

### Coffee Extracts

M. Y., per 100 ----- 12  
Frank's 50 pkgs. ----- 4 25  
Hummel's 50 1 lb. ----- 10 1/4

### CONDENSED MILK

Leader, 4 doz. ----- 6 75  
Eagle, 4 doz. ----- 9 00

### MILK COMPOUND

Hebe, Tall, 4 doz. ----- 4 50  
Hebe, Baby, 8 doz. ----- 4 40  
Caroline, Tall, 4 doz. 3 80  
Caroline, Baby ----- 3 60

### EVAPORATED MILK

Quaker, Tall, 4 doz. ----- 4 85  
Quaker, Baby, 8 doz. 4 75  
Quaker, Gallon, 1/2 doz. 4 75  
Blue Grass, Tall 48 ----- 4 75



Quaker, Tall, 4 doz. ----- 4 85  
Quaker, Baby, 8 doz. 4 75  
Quaker, Gallon, 1/2 doz. 4 75  
Blue Grass, Tall 48 ----- 4 75

Blue Grass, Baby, 96 4 65  
Blue Grass, No. 10 ----- 4 75  
Carnation, Tall, 4 doz. 5 00  
Carnation, Baby, 8 doz. 4 90  
Every Day, Tall ----- 5 00  
Every Day, Baby ----- 4 90  
Pet, Tall ----- 5 00  
Pet, Baby, 8 oz. ----- 4 90  
Borden's, Tall ----- 5 00  
Borden's Baby ----- 4 90  
Van Camp, Tall ----- 4 90  
Van Camp, Baby ----- 3 75

### CIGARS

G. J. Johnson's Brand  
G. J. Johnson Cigar, 10c ----- 75 00

Tunis Johnson Cigar Co.  
Van Dam, 10c ----- 75 00  
Little Van Dam, 5c ----- 37 50

Worden Grocer Co. Brands  
Canadian Club ----- 37 50  
Master Piece, 50 Tin ----- 37 50  
Tom Moore Monarch 75 00  
Tom Moore Panatella 75 00  
Tom Moore Cabinet 95 00  
Tom M. Invincible 115 00  
Webster's ----- 37 50  
Webster Savoy ----- 75 00  
Webster Plaza ----- 95 00  
Webster Belmont ----- 110 00  
Webster St. Reges ----- 125 00  
Starlight Rouse ----- 90 30  
Starlight P-Club ----- 135 00  
Tiona ----- 30 00  
Clint Ford ----- 35 00  
Nordac Triangulars, 1-20, per M ----- 75 00  
Worden's Havana ----- 75 00  
Specials, 20, per M 75 00

### CONFECTIONERY

Stick Candy Pails  
Standard ----- 17  
Jumbo Wrapped ----- 19  
Pure Sugar Sticks 600s 4 20  
Big Stick, 20 lb. case 20

### Mixed Candy

Kindergarten ----- 18  
Leader ----- 16  
X. L. O. ----- 13  
French Creams ----- 17  
Cameo ----- 20  
Grocers ----- 12

### Fancy Chocolates

5 lb. Boxes  
Bittersweets, Ass'ted 1 70  
Choc Marshmallow Dp 1 70  
Milk Chocolate A A 1 70  
Nibble Sticks ----- 1 85  
Framrose Choc. ----- 1 25  
No. 12, Choc., Light ----- 1 65  
Chocolate Nut rolls ----- 1 76

### Gum Drops

Anise ----- 17  
Citron Gums ----- 17  
Chamagne Gums ----- 14  
Favorite ----- 20  
Superior, Boxes ----- 24

### Lozenges.

A. A. Pep. Lozenges 19  
A. A. Pink Lozenges 19  
A. A. Choc. Lozenges 19  
Alotto Hearts ----- 22  
Malted Milk Lozenges ----- 20

### Hard Goods.

Lemon Drops ----- 19  
O. F. Horehound dps. 19  
Anise Squares ----- 19  
Peanut Squares ----- 20  
Horehound Tablets ----- 19

### Cough Drops

Putnam's ----- 1 35  
Smith Bros. ----- 1 50

### Package Goods

Creamery Marshmallows  
4 oz. pkg., 12s, cart. 95  
4 oz. pkg., 48s, case 3 90

### Specialties.

Walnut Fudge ----- 23  
Pineapple Fudge ----- 21  
Italian Bon Bons ----- 19  
Atlantic Cream Mints 31  
Silver King M. Mallow 1 60  
Walnut Sundae, 24, 5c 80  
Neapolitan, 24, 5c ----- 80  
Yankee Jack, 24, 5c ----- 80  
Mich. Sugar Ca., 24, 5c 80  
Pal O Mine, 24, 5c ----- 80

### COUPON BOOKS

50 Economic grade 2 50  
100 Economic grade 4 50  
500 Economic grade 20 00  
1000 Economic grade 37 50

Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

### CREAM OF TARTAR

6 lb. boxes ----- 38

### DRIED FRUITS

Apples  
Domestic, 20 lb. box 11  
N. Y. Fcy, 50 lb. box 16 1/2  
N. Y. Fcy, 14 oz. pkg. 17 1/2  
Apricots  
Evaporated, Choice ----- 30  
Evaporated, Fancy ----- 35  
Evaporated, Slabs ----- 27  
Citron  
10 lb. box ----- 46

### Currants

Package, 14 oz. ----- 15 1/2  
Greek, Bulk, lb. ----- 15

### Dates

Dromadary, 36s ----- 6 75

### Peaches

Evap. Choice, un. ----- 17  
Evap., Ex. Fancy, P. P. 20

### Peal

Lemon, American ----- 24  
Orange, American ----- 24

### Raisins.

Seeded, bulk ----- 09  
Thompson's s'dles blk ----- 09  
Thompson's seedless, 15 oz. ----- 11 1/2  
Seeded, 15 oz. ----- 11 1/2

### California Prunes

90@100, 25 lb. boxes ----- 08 1/2  
60@70, 25 lb. boxes ----- 09 1/2  
50@60, 25 lb. boxes ----- 09 1/2  
40@50, 25 lb. boxes ----- 09 1/2  
30@40, 25 lb. boxes ----- 09 1/2  
20@30, 25 lb. boxes ----- 09 1/2

### FARINACEOUS GOODS

### Beans

Med. Hand Picked ----- 05 1/2  
Cal. Limas ----- 15  
Brown, Swedish ----- 07 1/2  
Red Kidney ----- 10 1/2

### Farina

24 packages ----- 2 50  
Bulk, per 100 lbs ----- 06 1/2

### Hominy

Pearl, 100 lb. sacks ----- 4 25

### Macaroni

Domestic, 20 lb. box ----- 10  
Armour's, 2 doz., 8 oz. 1 80  
Fould's 2 doz., 8 oz. 2 25  
Quaker, 2 doz. ----- 2 00

### Pearl Barley

Chester ----- 5 00  
000 ----- 6 50  
Barley Grits ----- 06

### Peas

Scotch, lb. ----- 06 1/2  
Split, lb. yellow ----- 08 1/2  
Split green ----- 10

### Sago

East India ----- 10

### Tapoca

Pearl, 100 lb. sacks ----- 09  
Minute, 8 oz., 3 doz. 4 95  
Dromedary Instant ----- 3 50

### FLAVORING EXTRACTS

Doz. Vanilla PURE Doz. Lemon  
1 75 ----- 1 75  
2 00 ----- 2 00  
3 60 ----- 3 60  
3 50 ----- 3 50  
6 00 ----- 6 00

### UNITED FLAVOR

#### Imitation Vanilla

1 ounce, 10 cent, doz. 90



<b>GELATINE</b>	
Jello-O, 3 doz.	3 45
Knox's Sparkling, doz.	2 25
Knox's Acidu'd, doz.	2 25
Minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	2 55

<b>HORSE RADISH</b>	
Per doz., 5 oz.	1 20

<b>JELLY AND PRESERVES</b>	
Pure, 30 lb. pails	3 80
Imitation, 30 lb. pails	2 10
Pure 6 oz. Asst., doz.	1 10
Buckeye, 22 oz., doz.	2 35

<b>JELLY GLASSES</b>	
8 oz., per doz.	37

<b>OLEOMARGARINE</b>	
<b>Kent Storage Brands.</b>	
Good Luck, 1 lb.	28
Good Luck, 2 lb.	27 1/2
Gilt Edge, 1 lb.	28
Gilt Edge, 2 lb.	27 1/2
Delicia, 1 lb.	23 1/2
Delicia, 2 lb.	23
<b>Van Westenbrugge Brands</b>	
<b>Carload Distributor</b>	



Nucoa, 1 lb.	27
Nucoa, 2 and 5 lb.	26 1/2
<b>Wilson &amp; Co.'s Brands</b>	
Certified	25 1/2
Nut	20
Special Role	25 1/2

<b>MATCHES</b>	
Swan, 144	5 00
Diamond, 144 box	6 60
Searchlight, 144 box	6 60
Ohio Red Label, 144 bx	5 00
Ohio Blue Tip, 144 bx	6 60
Ohio Rosebud, 144 bx	6 60
Ohio Blue Tip, 720-1c	4 75
<b>Safety Matches</b>	
Quaker, 5 gro. case	4 25
<b>MINCE MEAT</b>	
None Such, 4 doz.	6 47
Quaker, 3 doz. case	3 60
Libby, Kegs. wet, lb.	22



<b>Gold Brer Rabbit</b>	
No. 10, 6 cans to case	5 95
No. 5, 12 cans to case	6 20
No. 2 1/2, 24 cans to case	6 45
No. 1 1/2, 36 cans to case	5 30

<b>Green Brer Rabbit</b>	
No. 10, 6 cans to case	4 60
No. 5, 12 cans to case	4 85
No. 2 1/2, 24 cans to case	5 10
No. 1 1/2, 36 cans to case	4 30

<b>Aunt Dinah Brand.</b>	
No. 10, 6 cans to case	3 00
No. 5, 12 cans to case	3 25
No. 2 1/2, 24 cans to case	3 50
No. 1 1/2, 36 cans to case	3 00

<b>New Orleans</b>	
Fancy Open Kettle	74
Choice	62
Fair	41

<b>Half barrels 5c extra</b>	
<b>Molasses in Cans.</b>	

Dove, 35, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 35, 2 lb. Black	4 70
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 35, 2 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb.	5 15

<b>NUTS.</b>	
<b>Whole</b>	

Almonds, Terregona	28
Almonds, New	18
Fancy mixed	22
Pilberts, Sicily	25
Peanuts, Virginia Raw	12 1/2
Peanuts, Vir. roasted	14
Peanuts, Jumbo, raw	14
Peanuts, Jumbo, rstd	16 1/2
Pecans, 3 star	28
Pecans, Jumbo	50
Walnuts, California	28
Salted Peanuts.	
Fancy, No. 1	14
Jumbo	23

<b>Shelled.</b>	
Almonds	70
Peanuts, Spanish,	11
125 lb. bags	
Pilberts	32
Pecans	1 10
Walnuts	60
Bulk, 3 gal. keg	5 25
<b>OLIVES.</b>	
Bulk, 5 gal. keg	8 50
Quart jars, dozen	6 50
Bulk, 2 gal. keg	3 60

Pint, Jars, dozen	3 50
4 oz. Jar, plain, doz.	1 30
5 1/2 oz. Jar, pl., doz.	1 60
9 oz. Jar, plain, doz.	2 30
20 oz. Jar, Pl. doz.	4 25
3 oz. Jar, Stu., doz.	1 35
6 oz. Jar, stuffed, dz.	2 50
9 oz. Jar, stuffed, doz.	3 50
12 oz. Jar, Stuffed,	
doz.	4 50 @ 4 75
20 oz. Jar, stuffed dz.	7 00

<b>PARIS GREEN</b>	
1/2 s	31
1 s	29
2 s and 5 s	27

<b>PEANUT BUTTER.</b>	
-----------------------	--



<b>Bel Car-Mo Brand</b>	
8 oz., 2 doz. in case	
24 1 lb. pails	
12 2 lb. pails	
14 lb. pails 6 in crate	
25 lb. pails	
50 lb. tins	

<b>PETROLEUM PRODUCTS</b>	
<b>Iron Barrels</b>	
Perfection Kerosine	12.1
Red Crown Gasoline,	
Tank Wagon	15.7
Solite Gasoline	19.7
Gas Machine Gasoline	38.2
V. M. & P. Naphtha	21.6
Capitol Cylinder	41.2
Atlantic Red Engine	23.2
Winter Black	13.7



<b>Iron Barrels.</b>	
Light	62.2
Medium	64.2
Heavy	66.2
Special heavy	68.2
Extra heavy	70.2
Transmission Oil	62.3
Finol, 4 oz. cans, doz.	1 45
Finol, 8 oz. cans, doz.	2 25
Parowax, 100, lb.	8.0
Parowax, 40, 1 lb.	8.2
Parowax, 20, 1 lb.	8.4



Semdac, 12 pt. cans	2 75
Semdac, 12 qt. cans	4 60

<b>PICKLES</b>	
<b>Medium Sour</b>	

Barrel, 1600 count	18 50
Half bbl's, 800 count	10 00
50 gallon kegs	5 00

<b>Sweet Small</b>	
30 gallon, 3000	50 00
5 gallon, 500	10 00

<b>Dill Pickles.</b>	
600 Size, 15 gal.	14 00

<b>PIPER.</b>	
Cob, 3 doz. in bx. 1 00 @ 1 20	

<b>PLAYING CARDS</b>	
Battle Axe, er doz.	2 75
lue Ribbon	4 50
Bicycle	4 75

<b>POTASH</b>	
Babbitt's 2 doz.	2 75

<b>FRESH MEATS</b>	
<b>Beef.</b>	

Top Steers & Heif.	@ 19
Good Steers & H'f	16 @ 17 1/2
Med. Steers & H'f	13 1/2 @ 15
Low Steers & H'f	10 @ 12 1/2

<b>Cows.</b>	
Top	14
Good	12 1/2
Medium	11
Common	10

<b>Veal.</b>	
Top	19
Good	17
Medium	15

<b>Lamb.</b>	
Spring Lamb	28
Good	25
Medium	23
Poor	18

<b>Mutton.</b>	
Good	16
Medium	12
Poor	10

<b>Pork.</b>	
Light hogs	17
Medium hogs	19
Heavy hogs	16
Loins	33
Butts	26
Shoulders	22
Spareribs	17
Neck bones	08

<b>PROVISIONS</b>	
<b>Barreled Pork</b>	

Clear Back	34 50 @ 35 00
Short Cut Clear	34 50 @ 35 00

<b>Dry Salt Meats</b>	
S P Bellies	28 00 @ 30 00

<b>Lard</b>	
Pure in tierces	19 1/2
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 3/4
10 lb. pails	advance 3/4
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	14
Compound, tubs	14 1/2

<b>Sausages</b>	
Bologna	12 1/2
Liver	12
Frankfort	17
Pork	18 @ 20
Veal	17
Tongue, Jellied	32
Headcheese	16

<b>Smoked Meats</b>	
Hams, Cert., 14-16 lb.	31
Hams, Cert., 16-18, lb.	32
Ham, dried beef	
sets	@ 34
California Hams	@ 20
Picnic Boiled	
Hams	30 @ 32
Boiled Hams	45 @ 47
Mixed Hams	14 @ 17
Bacon	33 @ 42

<b>Beef</b>	
Boneless, rump	18 00 @ 22 00
Rump, new	18 00 @ 22 00

<b>Mince Meat.</b>	
Condensed No. 1 car.	2 00
Condensed Bakers brick	31
Moist in glass	8 00

<b>Pig's Feet</b>	
<b>Cooked in Vinegar</b>	

1/4 bbls.	1 55
1/2 bbls., 35 lbs.	2 75
3/4 bbls.	5 30
1 bbl.	15 00
<b>Tripe.</b>	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00
Hogs, per lb.	@ 42
Beef, round set	14 @ 26
Beef, middles, set	25 @ 30
Sheep, a skein	1 75 @ 2 00

<b>RICE</b>	
Fancy Blue Rose	08 1/2
Fancy Head	09
Broken	06

<b>ROLLED OATS</b>	
--------------------	--

Steel Cut, 100 lb. sks.	3 25
Silver Flake, 12 Fam.	2 50
Quaker, 18 Regular	1 80
Quaker, 12s Family	2 70
Mothers, 12s, Ill'num	3 25
Silver Flake, 18 Reg.	1 50
Sacks, 90 lb. Jute	3 00
Sacks, 90 lb. Cotton	3 10

<b>RUSKS.</b>	
<b>Holland Rusk Co.</b>	

18 roll packages	2 30
36 roll packages	4 50
36 carton packages	5 20
18 carton packages	2 65

<b>SALERATUS</b>	
Arm and Hammer	3 75

<b>SAL SODA</b>	
Granulated, bbs.	1 80
Granulated, 60 lbs. cs	1 35
Granulated, 36 2 1/2 lb.	
packages	2 25

<b>COD FISH</b>	
Middles	15 1/2
Tablets, 1 lb. Pure	19 1/2
Tablets, 1/2 lb. Pure,	
doz	1 40
Wood boxes, Pure	29 1/2
Whole Cod	11 1/2

<b>Holland Herring</b>	
Mixed, Kegs	1 10
Queen, half bbls.	10 25
Queen, bbls.	17 50
Milken, kegs	1 25
V. M. Kegs	1 05
Y. M. half bbls.	10 00
Y. M. Bbls.	19 00

<b>Herring</b>	
K K K K, Norway	20 00
1 lb. pails	1 40
Cut Lunch	95
Boned, 10 lb. boxes	20

<b>Lake Herring</b>	
1/2 bbl., 100 lbs.	6 50

<b>Mackerel</b>	
Tubs, 100 lb. fncy fat	24 50
Tubs, 60 count	6 00

<b>White Fish</b>	
Med. Fancy, 100 lb.	13 00

<b>SHOE BLACKENING</b>	
2 in 1, Paste, doz.	1 85
3 Z. Combination, doz.	1 35
Dri-Foot, doz.	2 00
Shinola, doz.	1 35
Shinola, doz.	90

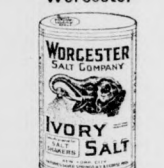
<b>STOVE POLISH.</b>	
Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 35
3 Z Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
454 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovall, per doz.	3 00

<b>SALT.</b>	
Colonial, 24, 2 lb.	90
Colonial, Iodized, 24-2	2 40
Med. No. 1, Bbls.	2 75

Mad No 1 100 lb. hg.	85
Farmer Spec., 70 lb.	85
Packers Meat, 56 lb.	57
Crushed Rock for ice	
cream, 100 lb. each	75
Butter Salt, 280 lb. bbl.	4 24
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	4 10
100, 3 lb. Table	5 50
70, 4 lb. Table	5 00
28, 10 lb. Table	4 75
28 lb. bags, Table	40



Per case, 24, 2 lbs.	2 40
Five case lots	2 30
Iodized, 24, 2 lbs.	2 40



Bbls. 30-10 sks. -----	5 40
Bbls. 60-5 sks. -----	5 55
Bbls. 120-2½ sks. -----	6 05
100-3 lb. sks. -----	6 05
Bbls. 280 lb. bulk: -----	
AA-Butter -----	4 00
AA-Butter -----	4 00
Plain. 50 lb. bks. --	4 00
No. 1 Medium, Bbl. -	2 45
Tuumsen, 70 lb. farm sk -----	
Cases Ivory, 24-2 cart 1	85
Cases Iodized 24-2 cart. -----	2 45
Bags 25 lb. No. 1 med. -----	2 45
Bags 25 lb. Cloth dairy 4	7 00
Bags 50 lb. Cloth dairy 7	7 00
Rock "C" 100 lb. sack -----	



## Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Sept. 21.—In the matter of William Ginsburg, Bankrupt No. 2580, the trustee has filed a final report and account and a final meeting of creditors has been called for Oct. 5. The final report and account of the trustee will be considered, administration expenses paid and a final dividend to creditors ordered paid.

Sept. 22. We have to-day received the schedules, order of reference and adjudication in the matter of Bruff W. Olin, Bankrupt No. 2777. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Spring Lake, and his occupation is that of a traveling salesman. The schedules show assets of \$75, of which the full interest is claimed as exempt, with liabilities of \$11,242.87. Funds have been deposited and the first meeting of creditors will be called promptly and note of the same made herein. The list of the creditors of the bankrupt is as follows:

A. Heyboer, Grand Rapids	\$2,000.00
Geo. Brandt, Grand Rapids	2,000.00
Geo. Breshanan, Grand Rapids	2,000.00
E. M. Corey, Grand Rapids	250.00
Stanley Kemp, Greenville	100.00
Harry Potter, Grand Haven	100.00
John Vlasbom, Grand Rapids	100.00
Joe Roebuck, Muskegon	100.00
Ed. Simons, Grand Rapids	100.00
H. P. Zwemwe, Holland	100.00
C. P. Reynolds, Grand Rapids	400.00
Cleveland Tractor Co., Cleveland	16.00
Bollin Motors Co., Grand Rapids	300.00
E. C. Andrews, Muskegon	100.00
Hierposheimer Co., Grand Rapids	400.00
Withey Ins. Agency, Grand Rapids	70.00
Frank Ulrich, Grand Rapids	119.00
Potters Garage, Spring Lake	40.50
Withey Ins. Agency, Grand Rapids	46.91
Paul Steketee & Son, Grand Rapids	145.08
A. May & Sons, Grand Rapids	20.65
Friedrich Music House, Grand Rapids	14.70
Dr. Chas. A. Durbidge, Grand Rapids	90.00
Dr. Milton R. Thyng, Grand Rapids	17.00
Ass'n of Commerce, Grand Rapids	20.00
Frank V. Hamilton, Grand Rapids	16.00
Wurzburg Dry Goods Co., Grand Rapids	25.45
Henry Smith Floral Co., Grand Rapids	10.55
Dr. John Mill Wright, Grand Rapids	28.00
Dr. Horace J. Beel, Grand Rapids	9.00
Friedman-Spring Dry Goods Co., Grand Rapids	47.71
Norwood Market, Grand Rapids	132.55
Geo. Towes, Grand Rapids	96.12
Breen & Halladay Fuel Co., Grand Rapids	104.25
G. R. Dairy Co., Grand Rapids	104.40
E. L. Kinney, Grand Rapids	1,000.00
John Castle, Spring Lake	75.00
G. R. Savings Bank, Grand Rapids	950.00

In the matter of Toufek Maloley, Bankrupt No. 2721, the trustee has filed his final report and account, and a final meeting of creditors has been called for Oct. 5. The trustee's final report and account will be passed upon and administration expenses and secured claims paid as far as the funds will permit. There will be no dividend for general creditors.

Sept. 23. We have to-day received the order of reference and adjudication in the matter of Quincy Branch, doing business as Quincy Branch & Co., Bankrupt No. 2773. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Montague. Order has been made for the bankrupt to file schedules, and upon receipt of the same the first meeting of creditors will be called, and note of the same made herein, and a list of the creditors will be made herein also. The bankrupt is a retail merchant. The case is involuntary, and order appointing custodian has been made.

Sept. 24. We have to-day received the schedules, order of reference and adjudication in the matter of Robert L. Born, Bankrupt No. 2778. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo and his occupation is that of a salesman. The schedules show assets of \$700, of which \$250 is claimed as exempt, with liabilities of \$2,573. The court has written for funds, and upon receipt of the same, the first meeting of creditors will be called and note of the same made herein. The list of the creditors of the bankrupt is as follows:

City of Kalamazoo	\$20.00
DeBolt Confectionery, Kalamazoo	31.86
Worden Grocer Co., Grand Rapids	75.00
A. W. Walsh Co., Kalamazoo	100.00
Blue Ribbon Ice Cream Co., Kalamazoo	70.90
Benj. Cleeenewerck, Kalamazoo	17.33
A. VanderWeele, Kalamazoo	11.01
E. C. Vincent, Kalamazoo	75.00
C. W. Siple Co., Kalamazoo	6.50
Hanselman Candy Co., Kalamazoo	40.45
Clyde G. Claus, Kalamazoo	10.00
Woodhouse Co., Grand Rapids	113.30
Bishop & Babcock Co., Cleveland	50.07
M. E. Maher Co., Kalamazoo	15.00
Tisch Auto Supply Co., Grand Rapids	10.72
Pinehurst Dairy Co., Kalamazoo	52.00
John Paper & Sup. Co., Kalamazoo	8.52
Goodrich Candy Co., Kalamazoo	4.68
Gazette, Kalamazoo	16.08
Kal. Bottling Co., Kalamazoo	24.00
E. S. Rankin Ins. Agency, Kalamazoo	23.63
Independent Oil Co., Kalamazoo	212.25
Mich. Bell Tele. Co., Kalamazoo	5.84

Consumers Power Co., Kalamazoo	24.86
Ned Wooley, Kalamazoo	10.50
R. R. Warren, Kalamazoo	7.50
A. J. DeKoning, Kalamazoo	100.00
E. L. Harris, Kalamazoo	45.75
Wm. Knox, Kalamazoo	54.25
S. R. Born, Kalamazoo	526.00
F. E. Ederle, Grand Rapids	250.00
G. C. Burckenstock, Kalamazoo	60.00
L. Born, Kalamazoo	500.00

Sept. 23. (Delayed). In the matter of W. T. Riggs, Bankrupt No. 2746, the auction sale of assets was held on this day at Reed City. The trustee was present in person. Several bidders were present in person. The stock in trade and fixtures were sold to C. H. Heidelberg for \$3,510. The sale was confirmed and the matter adjourned without date.

Sept. 24. On this day was held the first meeting of creditors in the matter of Jackson Hollibaugh, Bankrupt No. 2766. The bankrupt was present in person. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined by the referee, without a reporter. No trustee was appointed. The matter then adjourned without date and the case was closed and returned to the district court as a no-asset case.

Sept. 24. On this day was held the first meeting of creditors in the matter of Albert Kotham, Bankrupt No. 2768. The bankrupt was present in person. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. C. Woolridge was appointed trustee and the amount of his bond placed by the referee at \$100. The first meeting then adjourned without date.

In the matter of Frank Shembarger, Bankrupt No. 2776, the first meeting of creditors has been called for Oct. 8.

In the matter of A. H. Roberts, Bankrupt No. 2775, the first meeting has been called for Oct. 8.

Sept. 26. We have to-day received the schedules, order of reference and adjudication in the matter of Clair B. Winchell, Bankrupt No. 2779. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, county of Kent. The schedule shows assets of \$2,950, of which \$500 is claimed as exempt, with liabilities of \$2,843. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The list of the creditors of the bankrupt is as follows:

Winifred Deal, Grand Rapids	\$30.00
Mercantile Acceptance Co., Chicago	540.00
Henry E. Heagle, Grand Rapids	650.00
Old National Bank, Grand Rapids	500.00
Wurzburg Dry Goods Co., Grand Rapids	220.00
G. R. Savings Bank, Grand Rapids	200.00
Marshall, Field & Co., Chicago	105.00
George E. Kingston, Grand Rapids	98.00
Peoples Loan & Mortgage Co., Grand Rapids	500.00

Sept. 24. (Delayed). On this day was held the sale of assets in the matter of John R. Dertien, Bankrupt No. 2673. The bankrupt was not present or represented. The trustee was not present or represented. The property offered for sale was sold on highest offer to Ralph Dertien for \$125. The meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Lewelyn & Co., Bankrupt No. 2636. The bankrupt was present by Fred Lewellyn and by Geo. B. Kingston, attorney for the bankrupt. Petitioning creditors were present by Dilley & Souter and F. L. Williams. Creditors generally were present by Knapp, Uhl & Bryant; Boltwood & Boltwood; G. R. Credit Men's Association; Corwin & Norcross; Clapperton & Owen. Claims were proved and turned over to the trustee for checking and allowance. Howard L. Boggs was elected trustee and the amount of his bond placed by the creditors at \$5,000. The first meeting then adjourned until Oct. 1.

In the matter of Bruff W. Olin, Bankrupt No. 2777, the funds for the first meeting have been received and such meeting has been called for Oct. 12.

In the matter of Oscar Halbur, Bankrupt No. 2774, the funds for the first meeting have been received and such meeting has been called for Oct. 12.

In the matter of Robert L. Born, Bankrupt No. 2778, the funds for the first meeting have been received and such meeting has been called for Oct. 12.

In the matter of Preston W. Porter, Jr., Bankrupt No. 2719, the funds for the first meeting have been received and such meeting has been called for Oct. 12.

In the matter of Clair B. Winchell, Bankrupt No. 2779, the first meeting of creditors has been called for Oct. 12.

Litchfield, Sept. 26.—In regard to the notice in your paper of two weeks ago concerning the Reed City stock put up at auction will state that I went to that auction. Now I realize there was a mistake in print and I took it for granted that the time was 2:30 in the afternoon.

I arrived in Reed City at 2 o'clock and the sale was all over. Now I can

see that I might have got the time wrong and they told me there that it was advertised in several other papers at 2:30.

The auction was started a full hour before it was advertised to and it was sold one-half hour before the auction was supposed to start.

Now I will say that I would not have bought the stock, after knowing what it brought, but I do not like this business of driving 180 miles for six hours straight and getting there on time and then have it over with when that is what I went for.

Such things as that will have a tendency to kill such auctions and I feel that it was an injustice to me to start before time. I was told that all I had to do was to make a complaint and force them to put it up again, which I would not do, but if it were possible to I will say frankly that I felt like it after I saw the way things went.

I cannot understand how our bankruptcy court can be so wrong.

C. H. Dahlhouser.

## The Training of Pharmacists.

Pharmacists can no longer be trained behind the counter, claims Dr. Robert P. Fischelis, of Newark. He points out that changes in the methods of treating the sick and in the character of the retail drug business has brought about this situation, and says that young men and women must now look to the colleges. Pharmacy training, he believes, has not kept pace with the transition.

The tendency, he adds, has been so strongly against the introduction of anything new into the pharmaceutical curriculum that whatever criticism one hears of our courses of to-day is directed against the extreme conservatism of our educational institutions and not against any attempt to modernize the courses.

There is now an unmistakable demand to make such changes or additions in the courses offered as will fit students of pharmacy better for the work that is expected of them when they take up their business and professional activities.

The original extreme opposition to the high school graduation requirement and to the three-year pharmacy course is a thing of the past and it is now only a matter of a few years when minimum education requirements for pharmacists will be higher throughout the country than even the most sanguine considered possible a decade ago.

The drug stores where students of pharmacy can now obtain real professional training are few in number, not because there is a dearth of professional work, necessarily, but because the tendency to departmentize drug stores has had the effect of relegating the student clerk to the sales counter where he can earn his pay, and leaving the compounding to registered pharmacists or assistant pharmacists.

The installation of modern business methods in the retail pharmacy, practically requires the elimination of the training features of the store. It is expected of the colleges that they assume this responsibility and they should. But it is manifestly unfair to expect the college to give the same training in two years which was formerly acquired in at least four and sometimes six years, based on the combined college and drug store experience requirement."

## SOLITUDE WILL LOSE CHARM.

### When the Airplane Comes Into General Use.

I listened to an erudite student and indeed, a teacher of history, Barrett Learned, late of Yale University, for some time of Leland Stanford, Berkeley, Cal., and now of Washington. His discourse, which he launched into with apparent seriousness to a group of family visitors, was on his prognostications of future living conditions in this country a century or so hence.

The rest of us tried to get into the game of prophecy with little additions of our own imaginings, but he waved our puny futurst day dreams aside as, on the whole, not projected boldly enough into the coming centuries, our "step off" into the twenty-fourth century being mere timid amplifications of the twentieth foregrounds. He was for changes that would make this age as far behind his prophesied coming as the crusades trail remotely in the rear of the last laggard of the late war.

In his world cities played at once a more important and a less inconvenient part in life, because the environs of a city could for all purposes of living be a thousand miles away from the center of business of daytime activities. He put the hillside of the Adirondack forest, where we were viewing the sunset over the higher mountains, as a mere hour's flight from New York City and a spin of a short ten minutes from Albany. He presaged the whole region too carefully preserved as forest, but as no longer a trackless wilderness—a contiguity of shade, if you like, but no longer immune from rumors of oppression and deceit. In fact, only half an hour's distance from the greatest of cities would be impossible to be kept immune from vast congeries of human habitations separated each from its neighbor, if desirable, by frankly impeding walls of stone that would enclose the retreat from his fellows which each owner had pre-empted for his own peace. He evolved however, roads of great engineering perfection and faultless repair, making the heights and the depths of that country of mountains and ravines available for all who still kept to the ground, and he envisaged a whole mountain summit quarried out into a huge landing platform for those who hurried to and fro with the wings of birds.

Housekeeping on a co-operative scale, involving 10,000 participants in a single unit, and possibly under a single management, would, he opined, make the apartment hotels of the future cities in themselves and a whole mountain range he pictured as pillars of their astounding roof-trees.

By way of alternative, however, to this gigantesque fancy, for multitudes and bigness he assembled for our consideration the minute details of independent existences for those who were inclined to solitude, and he prophesied a deeper simplicity, an individuality acutely felt and its needs and requirements allowed for by the perfected minutiae of scientific invention. Interdependence done away with by a noiseless and invisible machinery of cause and effect. Comfort under those cir-



cumstances would, we gathered, not be any longer a matter of wealth but of choice, and just as the work of the world would not necessitate one's living in cities, so the amenities of life would not depend on any one class, either of workers or of spenders, since what is now only available to the rich would be then the possession of whoever annexed it, as his idea of necessity or of luxury.

Time apparently being the only limit except strength, to one's acquisitions. So if one lived in a bungalow rather than in a palace it would be from choice—at least that is the direction it seemed to us this learned dreamer of dreams was working toward when his family returned from an afternoon of motoring and the vision was closed down upon by mere talk of the present.

I realized as we strolled home that although naturally none of it had been serious with its creator, however, seriously he warded off interruptions and amendments, at least to two of us there had been an impression at once dramatic and alarming that he had managed to cast over his fantastic prognostications, namely, the obliteration of space by speed. It is true that long before 2500, at the present rate of getting over the ground or through the air, the most remote wilderness will be a mere suburb, and the few and tentative attempts which country solitude lovers now make to keep their precious possession of quiet intact will become fierce laws of privacy jealously guarded and terribly penalized. A country of stone walls shutting out intruders and shutting in perishable beauty and solitude will soon in all seriousness be a necessity. Just as the convenience of those who seek social contacts as the first necessity will have to be provided for by huge caravansaries so the alternate protection of those who wish to escape the burdens of society must soon be matters that will become more and more poignantly demanded of governments.

We who live up to our mental or physical limits in the city have to have vacation from it apparently once and so often or fray out into irritable non-competents. And if we come home this time of year ready once more for life at its winter pace, we must inevitably depart in another eight months for a chance to renew our age, if we can no longer renew our youth. But with the city of some future age never more than half an hour away, and with millions seeking respite from its demands nightly, instead of for a brief holiday once a year, solitude will become more and more difficult, yet more and more a necessity.

No wonder I found myself, on mounting my own hill to my own strip of wilderness, sighing and lugubriously whistling:

"And what will poor robin do then, poor thing?"—Sarah D. Lowrie in N. Y. Post.

#### Recipe For Orange Wine.

Los Angeles, Sept. 25—The following recipe for orange wine has been used commercially for past few seasons with marked success: Orange juice, 6 quarts; water, 6 quarts; seeded raisins, 6 pounds; white sugar, 3 pounds; brown sugar, 3 pounds; Fleischmann's yeast, 2 cakes.

Grind up sufficient oranges, pulp and seed, but take out the outer rind. Place all ingredients in crock and ferment three weeks. Strain, filter and bottle. Or ferment five to seven days in the crock, then strain into five gallon bottle and ferment under water seal balance of time. That is, place a rubber hose in the cork so that the bubbles from fermentation will pass out through the water, preventing the return of air into the bottle.

The Superintendent of the Chicago public schools proposes peach-colored walls for the classroom and lavender chalk for the blackboards in an endeavor to alleviate what the poet calls "shades of the prison house" in the scholastic environment. The idea is capable of expansion, but it is not novel. Even the district schoolhouse at the cross-roads in the most retired rural neighborhood is likely to be beautified with pictures and sculptures, as well as paint and frieze and wainscoting, in the fashion our grandfathers never imagined as they sighed and shifted uneasily on hard wood benches under cracked plaster. Teachers are on guard against the insidious doctrine that every subject taught in school should be popular and easy, but they are almost of one mind in believing that a school room should have an alluring instead of a repellent aspect, and modern architecture earnestly supports that assumption.

#### Gift Deliveries May Be Slow.

Slow deliveries of gift merchandise for the holiday season, if not actual shortages in several lines of these goods, is predicted by the head of a well-known popular-priced jewelry concern. "Christmas is exactly three months away," he says, "and, because of the dilatory buying methods of the retailers, we have just about a third as much holiday business on our books to-day as we had at this time last year. Our actual sales up to to-day are about 80 per cent. less than those for the same day last year. It is not that we haven't got what the buyers want. Other firms in the trade tell me it is the same with them. Retailers simply will not buy until the very last minute, and when that last minute comes a lot of them are going to be begging for merchandise. How they expect to do business when their season starts in earnest is beyond me."

Many men make life difficult by trying to make it easy.



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**Big 4 Merchandise Wreckers**  
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GRAND RAPIDS MICHIGAN



**SIDNEY ELEVATORS**  
Will reduce handling expense and speed up work—will make money for you. Easily installed. Plans and instructions sent with each elevator. Write stating requirements, giving kind of machine and size of platform wanted, as well as height. We will quote a money saving price.  
Sidney Elevator Mfg. Co., Sidney, Ohio

## Sand Lime Brick

Nothing as Durable  
Nothing as Fireproof  
Makes Structures Beautiful  
No Painting  
No Cost for Repairs  
Fire Proof  
Weather Proof  
Warm in Winter  
Cool in Summer

Brick is Everlasting

Grande Brick Co., Grand Rapids  
Saginaw Brick Co., Saginaw  
Jackson-Lansing Brick Co., Rives Junction.

## Our Collection Service

Must make good to you or we will.  
"There's a Reason"

DEBTORS PAY DIRECT TO YOU AND IT'S ALL YOURS  
Only the one small Service Charge—absolutely no extras.  
References: Any Bank or Chamber of Commerce of Battle Creek, Mich.

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SPECIAL SALE EXPERTS  
Expert Advertising  
Expert Merchandising  
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GRAND RAPIDS, MICHIGAN

\$10,188,000

## PROVINCE OF SANTA FE, ARGENTINA

Public Credit External  
Sinking Fund Gold Bonds,  
due Sept. 1, 1942, Priced  
to Yield

7.45%

Direct obligation of the Province of Santa Fe, Argentina, specifically secured, equally with the authorized balance of bonds outstanding and issuable under the law (\$1,847,700) by a first lien on the provincial taxes on alcoholic beverages and tobacco. The annual yield of these has averaged \$2,555,500, or about 13/4 times the combined interest and sinking fund charges. Santa Fe is one of the largest and richest of Argentina provinces.

**A.E. KUSTERER & Co.**

INVESTMENT BANKERS  
AND BROKERS

MICHIGAN TRUST BUILDING.  
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## Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

### FOR SALE

Furniture and Piano store that is doing a thriving business in one of the liveliest towns in the State of Michigan. Owner selling because of other financial interests. Answer K. E. J. c/o The Tradesman.

For Sale—Stock of farm implements and seeds in town of 5,000 population within thirty-five miles of Grand Rapids. Have I. H. C., John Deere, Advance, Rumely and other good contracts. This concern enjoys a good volume of business and pays a good return on the investment. If interested, address your communication to Q. A. c/o Michigan Tradesman, at once, as this stock will be sold within thirty days.

STORE BUILDING FOR RENT—WELL LOCATED IN A GOOD TOWN OF 5000 POPULATION. STEAM HEAT, ELECTRIC LIGHT AND GAS. RENT REASONABLE. LONG TIME LEASE. IF INTERESTED, ADDRESS LOCK BOX 157, HILLSDALE, MICHIGAN.

For Sale—Grocery, in good Central Michigan factory town of 4,500. Doing good business. Chance for hustler. Address No. 58, c/o Michigan Tradesman.

For Sale—My store building, stock, fixtures, and lot \$2,200. Poor health, must sell. Investigate. Bargain if taken at once. Charles C. Long, Marcellus, Mich.

GENERAL STORE—A good one, doing good business, located on Michigan Central railroad. Owner crippled and unable to take care of same. A real good buy. Thomas I. Gillett, Irving, Mich. Barry county.

For Sale—Fruit and confectionery store. Good location, doing good cash business. Reason for selling, ill health. Write L. G. Ball, Traverse City, Mich.

Shoe Stock—Around \$5,000. Can be bought considerably less than inventory. Old established business, and making money. See the store make me an offer. C. W. Eader, Shelby, Mich.

For Sale—Hardware and grocery, small town, Holland settlement. About \$8,000. Address No. 49, c/o Michigan Tradesman.

FOR SALE—Hardware, paint, glass, kitchen utensils, sheet metal and furnace business in very best location. Also buildings for sale or rent. Owned by father and son for thirty-nine years. Address Charles Cammerer, Dayton, Ohio.

For Sale—Two-station Lamson cash railway, in good condition. Cheap. B. Stoketee, Holland, Mich.

FOR SALE—Meat market. Good business, good location. Inquire of P. L. Green, Sunfield, Mich.

For Sale—Stock and good will of fine, going stationery and toy business in good school city of 5000. Located in best business section, with splendid opportunity to expand in glassware, picture framing, wall paper, and musical merchandise. Can continue lease. Other interests demand manager's time. Graphic Shop, Big Rapids, Michigan.

DEPARTMENT STORE — IN THE FASTEST growing town in Dade county, Florida. The largest and oldest store is for sale by its owner, "an old timer," who is compelled to devote his attention to other interests. Adv. terms to desirable party. SHERWOOD HODSON, Homestead, Florida.

GROCERY FOR SALE—In live city in Southern Michigan. Doing \$500 weekly. Good location. Address No. 41, c/o Michigan Tradesman.

JEWELRY STORE FOR SALE—Building 29x45 feet, big basement; cement block, garage, electric sign. Six fine rooms up stairs. Must sell on account of sickness. See J. H. Labes, 1436 Grandville Ave., Grand Rapids, Mich.

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1256 Burlington Ave., Detroit, Mich.

**CASH For Your Merchandise!**  
Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSOHN, Saginaw, Mich.

**TAKING INVENTORY**

BARLOW BROS. Grand Rapids, Mich. Ask about our way.



## Annual Report of Michigan Hotel Association.

(Continued from page 25)

it possible. He wrote quite interestingly and feelingly, stating that prolonged illness was the only reason for his being absent from the Association's return visit to Kalamazoo.

Other communications were received from George L. Crocker, former manager of the Durant, at Flint, now filling a similar position with the Hotel Nicolle, Minneapolis; James R. Hayes, Wayne Baths, Detroit, absent on account of sickness; Miss Agnes Schelling, manager Hotel Porter, Lansing; Henry J. Bohn, editor Hotel World, and "Uncle Ben" Branham, Hotel Bulletin, Chicago; Robert O'Brien, secretary Ohio Hotel Association; A. C. Weisberg, Hotel Oliver, South Bend, and E. S. Richardson, retiring Vice-President Michigan Hotel Association, Hotel Kerns, Lansing, now absent in Florida.

Invitations were extended by W. J. Chittenden, resident manager of Book-Cadillac, Detroit, to hold a meeting as guests of that institution in January next, and from Bliss Stebbins, Grand Lake Hotel, Alpena, to be his guests for the next summer outing in June.

"The Question Box," conducted by John A. Anderson, was one of the substantial hits of the entire convention, as it usually is.

Its discussions covered many hotel problems, among them being shortage of hotel labor, paid locks for toilets, laundry, water softening appliances, and besides several other subjects: "Shall we Allow Dogs in Hotels," which was discussed with some spirit. One hotel operator claimed that the canine is man's best friend, while another came back with the assertion that the flea is the dog's best friend, that the only flealess dog is the dead one, and another stated that while he was the owner of several hunting dogs, he never allowed them in his hotel—that they left an odor which could be detected for days afterward.

For the benefit of a lot of knowing ones it may be proper to state that at no time were hotel rates even remotely talked about.

John D. Martin, representing the United Commercial Travelers, expressed the felicitations of his organization. He was one of the advocates for posting rates in hotel rooms, and knows there are some who are not doing it, but is inclined to be considerate, hoping they will all fall in line in due time.

The final social function of the convention, the official banquet and dance, were given at the Hotel Burdick, Saturday evening. On this occasion the retiring President, Walter J. Hodges, was the recipient of a very handsome gold watch as a memento from his association friends.

The guests, to the number of 200, enjoyed the following:

Fruit Cocktail Marachino  
Salted Nuts  
Celery Hearts Assorted Olives  
Cream of Tomato  
Salted Wafers  
Broiled Live Lobster, Maitre D'Hotel  
Julienne Potatoes  
Breast of Milk-Fed Chicken  
With Virginia Ham  
Candied Sweet Potatoes  
Asparagus Tips, Drawn Butter  
Tomato, Mayonnaise  
Fresh Strawberry Shortcake  
Whipped Cream  
Coffee

Cigars Cigarettes  
Apollinaris, American Dry Ginger Ale  
The dancing took place in the Burdick ball room. Fisher's orchestra, supplying entrancing music.

Frank S. Verbeck.

## Necktie Graft Has About Played Out.

Buffalo, Sept. 29—Individuals in Buffalo and many other cities who organized companies to send out knitted neckwear by mail on approval, expecting to duplicate the success of Eugene P. Beaumont, of the Tie-Art Co., Inc., the originator of the idea,

have discontinued operations, many of them losing large sums of money.

"Too many entered the business with the result that the country was flooded with knitted neckwear," explained one man in Buffalo who claims to have sustained a loss of more than \$13,000 by following the plan which has made Mr. Beaumont one of the largest mail order operators in the city.

"When I attempted to circularize Salt Lake City with my neckwear I found that six other companies, many of them in New York, Philadelphia and Chicago, had done likewise. The same was true with other parts of the country with the result that individuals to whom the neckwear packages were addressed reacted against the plan. They refused to return the ties or make remittances. Our losses increased until we were forced to discontinue operations."

Many mail order houses in Buffalo have received letters from those who have discontinued sending out knitted neckwear by mail on approval in New York, Philadelphia, Chicago and other cities offering large quantities of stock at prices far below actual cost of production. In some instances large lots of this merchandise have been purchased by brokers for export and some shipments have been made to Australia at a very fair margin of profit.

Mills engaged in the production of the cheaper lines of men's knitted neckwear report there has been a big falling off in their business since most of these mail order companies have discontinued operations. One Buffalo mill which had been working 24 hours a day on knitted neckwear selling at \$2 and \$2.25 a dozen is now on a part-time schedule, while others are entering the production of fancy rayon coats for women, scarfs and knitted fabrics for use in the apparel trades.

## Believes Salesmen Should Work Six Days.

Clinton, Okla., Sept. 30—You ask me to tell you something about the method and results of salesmen's Saturday work. There has been in existence for a number of years a growing tendency on the part of salesmen to feel that their work ended Friday afternoon if the boss was at home, and Thursday afternoon if they could get by, all of which is wrong, for the salesmen's time, six days in the week, belongs to his employer and there are just as many opportunities to secure business on certain items on Saturday as there are on Monday, but the Saturday work must be judiciously and diplomatically carried on, and unless the salesman is properly trained or has the proper degree of initiative, he may do more damage than he does good in undertaking Saturday work.

The only method that we have undertaken to work on Saturday is the individual training of salesmen, sufficient to interest him in seeing the possibilities for himself, which I can assure you will mean a lot, if he will grasp the opportunity.

A few days ago on Saturday night, I met a dry goods salesman at 10 o'clock at night writing up a six-page order he had taken after dinner from one of his customers. I have known this dry goods salesman personally for twenty-five years. He has made a wonderful success, but told me that he had never seen a Saturday in the twenty-five years that he could not pick up some business early in the morning or late in the evening, and what this dry goods salesman could do, any grocery salesman can do, if he will apply himself and have the same interest in his own success and the success of the house he is working for.

Grocery salesmen can make themselves useful on Saturday as well as Monday, and what is true of the grocery salesman is true of the dry goods salesman.

E. A. Humphrey.

## Advertising to Grocers Through the Wrong Paper.

Mr. Stowe edits and publishes one of the most alert mercantile publications in the country and what he says on any subject is entitled to respect. It is astonishing how many big advertisers believe that the best way—the only way, some of them feel—to reach a dealer is through a consumer's paper like the Saturday Evening Post. They will go out to advertise a message to the grocer, for instance. It isn't intended for any consumer, and not for any dealer but the grocer. Yet they will pay an enormous price to do it through the Saturday Evening Post, when probably not one-tenth thousandth of its readers are grocers. For a fraction of the sum they could cover all the intelligent grocers in the land, without a particle of waste, by advertising in the grocers' own papers. And of course if Mr. Stowe is right in saying that grocers as a class don't read the Saturday Evening Post, then advertising in it is even, more completely wasted.

It would appear that the ideal way to get publicity for a grocery product is to advertise in the publications reaching the greatest number of consumers, and then tell the grocers, through their own trade papers, that you have done that so they will yoke up with the business to be created by the consumer-advertising.—Grocery World.

## Erie Canal Precluded Because of Distance.

Sparta, Sept. 26—See it stated a short time ago that the Canadian people had flunked out on assisting in the building of the St. Lawrence-Great Lakes waterway.

As there is a barge canal from the Lake Erie port at Buffalo by Erie canal to Albany to Lake Champlain, why wouldn't it be a good idea to look the topographical lay of the ground over from Lake Champlain to the Atlantic seaboard of the New England States. It might be a very favorable route could be found through some pass of the mountains. One having a topographical map of the country at hand could form some conclusion as to the route, but of course, actual surveying and study of soil on such survey route would show if such a route would be favorable or not.

Upon investigation there might be found a route entirely within United States territory, with the enlarging of the Erie and Lake Champlain canal that would be more favorable than the St. Lawrence waterway.

Then if such a canal were constructed, it would be up to the Canadian people to pay toll according to boats loading at Canadian lake ports.

Then a canal constructed entirely within United States would be more favorable to people of the United States than to have to ship through the waters of another country. M. C. Brown.

## Following the Winding Trail of Unsuccessful Salesman.

Martin W. Cavanagh, Secretary of the Missouri-Kansas Wholesale Grocers Association, gives in detail the practices of the unsuccessful salesman of to-day. In a bulletin to his members he discusses the subject as follows:

"I often wonder how many, if any, of the grocery salesmen of to-day realize just how fast he is undermining and debauching his position, the position

which furnishes a livelihood for himself and his dependents, his family, and by so doing making his being retained on his territory a very serious question with his employer.

"Instead of being, as he should be and which he contracted or agreed to be, an active, hard-working, conscientious, persistent salesman, looking after and carefully safeguarding the interests of his principals, taking advantage of every possibility of obtaining the maximum of business for them and at a profit, working early and late from Monday morning until Saturday night. What percentage of them so conduct themselves? A large percentage do the reverse of that. I am afraid.

"When in the office, such a man's time is spent endeavoring to persuade the salesmanager, or the head of the house, that their prices are entirely out of line with their competitors. The credit department is entirely too strict. The cash discounts are not as large as the discounts allowed by others—that others on his territory allow discounts at the end of thirty (30) days—and while talking, he incidentally slips in all or part of the following undermining statements:

"My trade is peculiar.  
"Can't I prepay the freight?  
"Can't I equalize the freight?  
"Can't I guarantee the price?  
"That's all my competitors ask for it.  
"On an equal basis I can get the business.

"I am always five cents higher on sugar.

"The telephone service is poor.  
"I can't afford to stick my trade.  
"My competitor has a cheaper price.  
"I will take a sample next week.  
"My customers won't buy it.  
"My trade is loaded.

"It is too early to work it yet.  
"The package is not large enough.  
"It won't sell in my territory.

"Bill Smith is going to quit me on account of the interest charged.

"His credit must be good because everybody else sells him.

"If you give me the right price I can get the business.

"After having done all the damage possible at the office, he starts out Monday morning on his auctioning trip, gets out on his territory anywhere from 10 o'clock to noon—leaves his sample case, if he takes one, either in the car or at the hotel, takes his trusty stock book, which he carries only to show to the retailer how deep and how willing he is to cut the old man's prices on each and every item which may come up for discussion, and the auction is on for the week or I should say that part of the week which he allots to the firm's business. His offering or auctioning methods are such that the retailer asks him the prices on the different items shown on the want book and after 'shopping him down' to meet his own ideas as to the prices on a few of the items, he gives him a small order and the interview is over without any display of salesmanship whatsoever. And so he hurries over the entire territory hunting points of least resistance. But is home Friday afternoon if not before."